

Secrets of Web Copy Revealed!

on-line reference



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Hello and welcome!

You'll notice I've included even more information on this software product than promised. That's my first step to saying, "I value your business and I hope this is just the start of an ongoing relationship."

The main thing I want to get across in the introduction is this . . .

I HAVE A FORMULA for getting orders from your web site. It's simple. It's proven, and it works! No need to reinvent the wheel here.

Instead, just take my FORMULA, plug it into your site and you're on the way. You can use the FORMULA to write an actual marketing letter that you place in your online store. Or, you can simply use it to make certain you have all the key elements of the formula someplace in your web site.

I've spent over 20 years of my life discovering, testing, refining and perfecting this formula. I've had people take it right out of the box, with less information than you're getting, and make thousands of dollars with it.

A friend of mine reviewed the initial prototype of this product. And he had an interesting comment. He said, "Marlon, I think a few of your chapters should be longer."

It's funny. Oftentimes people judge information by sheer weight or size, not quality.

Now, let me show you how silly that is. Say I gave you 3 magic words you could put in your web store that would guarantee you it'd make a million dollars. And let's say I wrote those words on a scrap piece of paper and mailed them to you.

As long as the 3 words worked as promised, would you care that I didn't send you something the size of "War and Peace"? Of course not.

I've taught this FORMULA over 120 times at seminars. I have a method for explaining it down to a science. My goal is NOT to pad this product and make it as long as possible. In fact, it's the reverse. I want to give you the maximum information possible in the least amount of words.

Why?

Because you need to be working on your business. Not reading some product that is bloated with filler information.

What you're about to read is ALL SUBSTANCE and no fluff. If you want fluff, go buy a book. The tool in your possession now is strictly designed for action. It tells you what

you need to know and gives you a plan for using it.

Pure and simple.

Also understand this: It has taken me a lifetime to put this FORMULA together. It's deceptively simple. But complexity is often not good because it stifles or inhibits action. You get bogged down in the details.

By my way of thinking, real genius is taking the complex and making it simple. I won't claim to be a genius. But through much trial and error I have taken what could be a very complex process and turned it into a simple FORMULA you can use right away.

I welcome you again. Thank you for buying. If you enjoy and profit from the information on this software product, I have an advanced seminar in the FORMULA.

After you get your feet wet with the basic FORMULA, you may want to go on and learn additional nuances about it. If so, you'll want to check out the advanced course.

To obtain more information on it, visit my web site at:

<http://www.amazingformula.com/bigcourse.html>

Enjoy!

Marlon Sanders

P.S. I use the term "web store" interchangeably with "web site." So if you relate to one more than the other, that's fine. They both mean the same thing.

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By Marlon Sanders

Simple, Proven Ideas That Make You Money

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The 12 Step Formula - Part One

In this section, I'm going to present the "GUTS" of my system. It's my famous twelve-step FORMULA for creating your own killer web store copy that will turn your store into a non-stop order-taking, money-grubbing machine.

I've worked a lifetime developing this FORMULA. I've honed and refined it by teaching it at over 120 \$3,000 one-day seminars.

Do not be deceived by its simplicity.

The 12-Step Killer Marketing Letter Formula

- **Headline**
- **Opening Hook**
- **Features and Benefits**
- **Unique Selling Proposition**
- **Credibility**
- **Bullets**
- **Price and Bargain Appeal**
- **Guarantee**
- **Don't Decide Now**
- **Bonuses or Price Discount**
- **You Can't Lose**
- **P.S. = Money**

These steps allow you to tap into the fundamental principles of human behavior.

I think of it like this: People have psychological **BUTTONS** that stimulate them to do certain things. When you know **WHAT** buttons to push, **HOW**, **WHEN** and in **WHAT** order to push them, you maximize your chances of sale. Just because you push the buttons doesn't guarantee a sale. But it does put the odds in your favor.

These buttons do **NOT** force people to do anything. But they do provide the impetus or mental stimulation that leads them to act.

If you examine a random sampling of sales letters, you'll discover that **99%** do **NOT** push even half the buttons in the formula. Which is good news for you! Because that gives you a huge competitive advantage.

STEP ONE: THE HEADLINE

Crystallize the biggest result you create or problem you solve into a clear, compelling headline

Your headline determines 80% of the response to your sales letter. To be effective, your headline needs to convey clearly and specifically how your product or service will benefit the reader or solve a pressing problem.

If you're selling over the phone or in person, the equivalent of your headline is your introduction or greeting. Just as a headline grabs the attention of a reader, even so does your opening statement seize the attention of a prospect in a direct sales situation.

One good way to get headline ideas is to scan a magazine rack for article titles that grab your attention. You'll notice that certain words and combinations of words grab your attention.

Here are the 3 most important words to use in your headlines: You, new, how. (Reference: John Caples, "Money Making Marketing," pg. 68)

In addition, a Yale University Study ranked the following 12 words as the most persuasive in the English language:

You, money, save, new, results, easy, health, safety, love, discovery, proven, guarantee. Other strong words include free, discover, secrets, reveal or reveals and proven.

Of course, you don't want to use all 12 words in a headline! But one or two makes sure you're on track.

There are several headline formulas that are classic in direct response advertising. For more information on these, refer to the book "Tested Advertising Methods" by John Caples.

>>> How to

Begin your headline with the words "how to." For example, How to write potent online advertising copy that will practically force your customers to give you money!

If you're in a pinch, use a "how to" headline. The formula is simple:

How to get X benefit
or
How to avoid X problem

Make certain your benefit statement is specific. For example, "how to save money on your phone bill" is not as powerful as "how to save at least \$36 a week on your phone bill just by dialing 4 extra numbers."

A variation of the "how to" headline that also works well is the "how I" headline. For example, "how I saved \$36 on my phone bill last month." People love reading stories. This headline has the appeal of offering a specific benefit plus a story with human interest.

>>> News + big benefit

Begin your headline with words such as announcing, new, now, at last, introducing,. For example, At last, a proven way to use your camera to make money -- even if you've never had a photography class and you take horrible Christmas pictures.

We live in a news-starved society. We have 24-hour news on the radio and TV. We have newspapers, newsletters and news magazines. When you offers news you capture

attention. Then all you do is tie that news into a benefit of your product or service.

>>> How, why, which, who else.

These words have also been proven as powerful words to begin headlines with. For example, How I make \$1,000 a week in the stock market or Why men crack or Who else wants to make money writing at home? or Which of these mistakes do you make in marketing?

Before you settle on a headline, you'll want to write 50-100. This sounds like a lot but it goes fast once you get started.

Test your headlines with this quiz to make sure each one covers the major bases.

Does the headline talk about your company, your products and what you want to sell or about your customers, their wants, their needs and what they want to buy?

Does the headline create a vivid picture of an end result highly desired by your target market?

Does the headline rely on curiosity alone?
(Curiosity alone isn't enough. Your headline should convey a clear benefit.)

Does the headline use one or more proven words?

Does the headline compel you to read more?

Test your headlines online. Run them as classified ads on Compuserve or America Online. The ones that generate the most inquiries are the winners.

If you've read my course "Twister Marketing," you know about my philosophy, "Do not create mediocrity when you can copy genius." Look at back issues of magazines your prospects read and find the direct response ads -- the ones selling something direct from the ad. Compare the back issues to current ones. You know the ads that have been running for some time are successful. Borrow the ideas and success elements in the ads. Don't violate copyright laws when you do this.

HEADLINE EXAMPLES

The following examples illustrate the essential elements of writing good headlines. A good headline makes a promise of a specific benefit desired by the reader. It often paints a picture or denominates a specific end result. It shows you how to get pleasure and avoid pain. It explains what a product or service does for the reader and not just how great it is.

Hot new report reveals 12 secrets of xxxx

New report shows you how to xxxx

Free information kit shows you how to xxxx

Free newsletter reveals proven secrets of xxxx

Famous advertising writer reveals the 7 forgotten secrets of selling by mail

How I made \$157,356 in one year by placing classified ads on the Internet

Former banker reveals "hush-hush" secrets of making 16% interest on your money -- safely and legally!

Do you make these mistakes in xxxx?

What your xxxx doesn't want you to know about xxxx

"My web home page brings me 2,000 leads a day -- imagine!"
says famous businessman Rick Jones

Imagine Harry and me advertising our pears in Fortune!
(Legendary ad that started a new industry -- selling fruit by mail)

How I improved my memory in one evening
The amazing experience of Victor Jones
(Famous ad for David Roth memory course written by Wilbur Ruthrauff.)

How to collect from social security at any age

Why some people almost always win at xxxx

The ultimate tax shelter
(Famous ad written by Ted Nicholas)

Only way left for little guy to get rich
Here is the uncensored message my wife asked me not to write
(Another famous ad by Ted Nicholas)

How I raised myself from failure to success in selling

How to win friends and influence people

How to make money writing short paragraphs

Create your own web page in 60 minutes -- or your money back

STEP TWO: THE OPENING HOOK

At the beginning of your letter, you need to hook your reader. There are a number of ways you can do this. But I'm going to give you an easy one that almost always works.

It's called the "if you, then" open.

Your headline presents your biggest benefit or problem you solve. Your first paragraph has to further hook the reader and pull them into the letter.

Here's how it works: "If you want this benefit, this benefit and this benefit, then this might be the most important letter you'll ever read."

Or, if you're approaching your prospect through the problem-solving approach, you can say, "If you want to solve, this problem, this problem and this problem, then I urge you to read this letter -- immediately."

Here's an example of what it might sound like, "If you'd like to obtain a steady stream of

new customers for your business, slash customer service costs, and boost your advertising response, then this might be the most important letter on Internet marketing you'll ever read. Here's why..."

Here are a few other examples:

"If you're sick and tired of getting screwed on your insurance premiums and paying out the nose for other people's bad driving habits, then here's good news..."

"If you want to feel an immediate surge of energy within 60 seconds - without the up and down roller coaster high of caffeine - then please accept my free sample gift"

Now, the IF YOU-THEN method is only one way of starting sales letters. If you'd like to experiment with other ways, read "Tested Advertising Methods" by John Caples.

STEP THREE: TELL A STORY

Use a Story To Pull Your Prospects Into Your Letter or Sales Presentation. This is an optional step. You don't have to use it.

But what I've found is that people love stories. Newspapers, news shows, TV talk shows and talk radio stations all succeed because people have an insatiable desire to hear stories about other people.

By telling a story you paint a picture of a successful end result and seduce your reader into reading the rest of your sales letter. Many of the greatest sales letters of all time began with stories.

Here's an example of how you might use a story to begin a sales letter...

I've never written you a letter like this before. But I have something weighing heavily on my mind I've got to tell you about . . .

It's outrageous.

You pay at least \$50,0000 for your son, daughter, niece, nephew or family member to obtain a quality education.

And the happiest day of your life is when they trot through the graduation line to receive a diploma. But then only weeks later -- disaster strikes!

They walk into the college placement office!

Oh boy, now that's an experience. It goes something like this:

"Hello, I just graduated from your fine university, and I'm here for a job."

"What's your degree in?" the placement officer asks. That's the trick question, right there! You see, no matter what your response, here's the answer you get:

"You know, it's a shame you didn't get a degree in xz@#!. We have lots of companies interviewing in that field!!

Tell you what -- there's some books on the shelf in the corner by the water fountain. Why don't you go look through those?"

Exaggeration? Maybe. Realistic? Yes.

In my humble opinion, colleges and universities do an excellent job teaching biology, algebra and great literature. But they do a lousy (if not deplorable) job of preparing young adults for a career and helping them find a niche in the work world.

Like it or not, colleges and universities don't get paid to place graduates in jobs. They get paid to issue diplomas. Plain and simple.

Whether or not they're fulfilling their responsibilities is debatable. Nevertheless, the unassailable fact of job hunting in 1995 is this:

Your young adult can't rely on their college placement office to find them a job. And they aren't going to find a good one in the newspaper either. (Have you scanned the ads lately?).

That's an example of a story that illustrates a problem. Want to know how to tell good stories? Just peruse articles in Reader's Digest. They almost always begin with a story.

Now, beginning with a story is not essential. But it is one powerful way to pull people into the balance of your copy.

STEP FOUR: FEATURES AND BENEFITS

Focus on giving people what they want and solving their problems.

People do not buy products and services. They buy an end result...what a product or service will do for them. They buy solutions to problems. They buy to avoid pain and gain pleasure.

People don't buy drills, they buy holes. They don't buy hammers. They buy the doghouse the hammer will help them build. They don't buy homes. They buy a feeling of security for their family. They don't buy novels. They buy escape from reality. They don't buy advertising. They buy increased sales at a lower cost.

Most companies advertising on the web spend all their time talking about the features of their products and services and not about how those features will produce a desirable result or benefit for their customers. They focus on how great their newest widget is instead of how their newest widget solves annoying problems for their customers.

Here are several ways you can make sure you talk in terms of benefits to your customers instead of features.

Ask your customers why they purchased from you instead of your competition. Do not assume you understand why your customers buy from you. Instead, ask a lot of questions and listen for hot buttons. Look for key advantages you have compared to your competition.

Don't assume your readers understand the benefits of your product or service. Picture all the ways your prospects will benefit when they buy from you. Spell out the benefits so they are crystal clear. Leave nothing to the imagination.

HOW TO CREATE A BENEFIT CHAIN

Benefits have layers like onions. Your job is to peel through the layers to reach the deepest, most meaningful advantages of your product or service. In order to do that, take each of your benefits and ask, "why do I care about that?" Or ask, "what will that

do for me that's even more important?" Keep asking questions until the answer is self evident. The process looks something like this:

Benefit-----> what's important about that? ----->which means that ----->Benefit

When you write your sales letter, be sure to point out all the benefits that surface from your benefit chains because any one of them could be the hot button that causes a prospect to order from you.

STEP FIVE: UNIQUE SELLING PROPOSITION

Pre-empt your prospect's desire to shop around by explaining the advantages they'll get only if they buy from you.

How can you package a big picture solution no one else offers that delivers more of what your prospects want and less of what they don't? The answer to that question is commonly referred to as your Unique Selling Proposition or USP.

In other words, why should someone buy a product or service from you instead of anyone else in the world? Answers such as "quality" or "service" are cop-outs. When you say quality, what does that mean? How does your quality differ from anyone else's? And more importantly, what difference does it make to the customer? How does your quality provide a benefit?

Quality is only a benefit if it provides me with some advantage. Does the product last longer? How much longer on average? Does it require less maintenance? And if so, how much savings does that translate into?

When you state your benefits, be as specific as possible. If you say your product or service saves a customer time, how much time on average? Over a period of five years, how many hours, days or weeks could you save a customer?

The same theme applies to idea of better service. When you say you offer better service, what does that mean specifically? Does it mean you fix problems faster? How much faster on average? Does it mean you respond to telephone calls within 3 hours? What does it mean? Denominate as completely and specifically as possible what better service means and the advantage or benefit your customers will receive as a result.

One other important point about the Unique Selling Proposition: It's more important to be first in the mind of the consumer than to be better. Modern-day marketers call this idea "Positioning." How can you position your product or service so your customers perceive you as being the first in a category.

To learn more about differentiating your product or service from the competition, refer to my course: "[The Big Course](#)"

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The 12 Step Formula - Part Two

STEP SIX: CREDIBILITY

Show people why they should believe you will deliver the benefits you promise

The most powerful way to create credibility is by using testimonials. You can't have too many strong testimonials in your sales letter or sales presentation.

Here are the secrets of good testimonials:

State specific results. "I used X product and I solved these problems or I got these results."

Target common objections. Let someone else answer common objections for you through a testimonial.

Avoid "pat-on-back" verbiage. People care about results and benefits, not how great the creator of the product is.

Provide full name, city, state, occupation, and photo, if possible.

To obtain good testimonials, you can interview your customers, record the conversation, transcribe it, boil it down to a testimonial, then obtain written permission to use it.

Other important techniques for building credibility include:

Tell why prospects should believe you are a credible source.

Support statements with logic and proof. If you need additional help in this area, read the book "My Life in Advertising and Scientific Advertising" by Claude Hopkins. It is inexpensive and will give you numerous examples.

Give reasons why for price reductions or special offers. "Clearance sale" and "blowout sale" have no credibility. If you have a price reduction, explain why you're able to sell the merchandise for less money.

Use specifics. People believe specifics. Say that you increased your profits 33.7% in 9 months as soon as you started selling xyz widget. That is far more powerful than saying, "Make more profits by selling xyz widgets." Instead of saying, "save money by making your own wine at home," say, "you can get all the \$50 bottles of win you want for \$9.53 each."

Instead of a real estate agent saying, "I can help you sell your home faster," he/she could say, "My average listing sells 3 months faster than the average property in the Multiple Listing Service."

Avoid statements that stretch believability, even if they're true.

Show popularity and approval by experts. This is called social proof. People tend to believe premises accepted by a large number of others.

Give a phone number with a "live" answer. If you can't have a live answer all the time, a professionally produced answering machine or voice mail message will boost credibility. A poor quality answering machine message can hurt your business.

Use quality printing and graphics in your print materials and brochures. If you send out a sales letter that looks like it was done on a cheap photocopier, it hurts your credibility. Amateur graphics and cheap looking clip art and put a dent in your believability. You don't need to spend a fortune but you do need to look professional.

STEP SEVEN: BULLETS

Encapsulate your benefits into tantalizing bullet statements

Here's why bullets are important online: People scan information quickly. Bullets are mini-headlines that scream, "print out a hard copy now. You need this information!" Research has shown that people are more likely to order when they print out a hard copy of your sales letter.

As much as half of letter should be bullets. Bullets are very important psychologically. They condition people for the price, which is what you're going to give them in the next step of the formula. And they create the emotion for the sale.

Bullets build value. You can use bullets to summarize all the results your product or service will create for your customers or to summarize all the problems your product or service will solve.

Spell out the complete thought in your bullets. At times use a whole second sentence in parenthesis. Paint a clear picture of the benefit. Arouse strong curiosity. For example, "How anyone selling a product, idea or service can generate a constant, never-ending stream of prospective customers. No more cold calling!"

SAMPLE BULLETS

How to know any likely objections to an idea, product, service or proposal BEFORE you even meet with your contact. Have all the time you need to prepare your answer in advance, complete with support information, charts or other resources.

How to use a board of directors to become a major power broker (for personal or business benefit), who to put on your board, how to recruit them, how to use them.

Tradeshaw bonanza -- How to be THE big hit at any trade show. Turn this normally mediocre activity into a wildly profitable moneymaker -- and avoid the profit-killing mistakes most people make.

Secrets of gaining endorsements by celebrities and major business figures. Why this can send you soaring into the big leagues.

Referral breakthrough: How to obtain massive amounts of referrals.

Why normal networking wastes your time and what to do instead.

Why it's ridiculously easy to start a service business with NEER marketing methods.

How John Doe started a billion dollar business from home on a shoestring and you can too.

The amazing, little-known secret of direct mail that doubles or triples response.

Competition squeeze? Jump out miles ahead with this covert (but entirely legal) strategy.

How to transform a business, career or fundraising effort from small potatoes into the big leagues.

Bullets are so important that in my seminar on turning your web store into an order-taking machine, I actually went to the trouble to give you numerous bullet templates you can use to write your own. All you do is just plug in information about your own product or service, add water and POOF! You have instant bullets!

STEP EIGHT: PRICE AND BARGAIN APPEAL

Now that the bullets have psychologically conditioned your prospects, you're ready to give your price. But you want to soften the blow. You do that by comparing your price and showing that it's a bargain.

You can compare your price to what you used to sell your product for, what you plan to sell it for or what your competition sells it for. In addition, you can create a bargain appeal by showing the prospective customer how your price is only a fraction of the cost of NOT owning the product. You can remind him or her how much time, money, inconvenience, pain, hassle or trouble your product will save.

Even luxury purchases can be sold on a bargain appeal. For example, a friend may justify the purchase of a Mercedes (or other luxury car) to you by explaining how that it's really a bargain when you take into account the resell value. If a car retains a great deal of its resell value, it can look like a bargain compared to a cheaper car that loses its value quickly.

A luxury car purchase could further be justified by talking about the greater reliability, reduced time off the job due to breakdowns, better gas mileage and lower maintenance costs. These factors may or may not in reality justify the purchase of the car. But they certainly provide a logical justification for an emotional purchase, which is what you want to do.

STEP NINE: YOUR GUARANTEE

Provide a guarantee that denominates the required performance. If you don't get this result, if it doesn't do this, if that doesn't happen...then just send it back for a complete, 100%, no-hassles refund.

Also try out different guarantee lengths. In many cases, 1 or 2 years is better than 30 days. Give people every opportunity to procrastinate. If your guarantee is only for 30 days, people will be up nights worried they aren't going to get the product back in time to receive their refund. Test a guarantee that is twice the length of your competitors. This can be a strong selling point.

When you offer an unusual guarantee, explain why you're offering it. Explain that you can offer such a guarantee only because you are so confident your product will perform to meet or exceed the customer's expectations.

Even if you can't guarantee your full transaction with a customer, you can usually guarantee the very first purchase or the initial step. Your goal is to get someone to do business with you one time knowing that your profits will come from your repeat business.

STEP TEN: DON'T DECIDE NOW

Use the puppy dog close

This is called the puppy dog close: "Don't decide now if little scruffy is for you. Just take little Scruffy home and let Jimmy and Suzy play with Scruffy all weekend. If you aren't happy, bring him back on Monday." (You'll never see little Scruffy again!)

Here's how you adapt the concept to a product: "Don't decide now if this product is for you. Just check it out, try it out, give it a whirl. At worst you'll get your money back."

Why does this close work? Because people associate pain to making decisions. And you don't want people to be in pain when they give you money. You want them to be ecstatic. So don't ask them to make a decision. Of course, you still get their money. But let them try your product on a trial basis. This method does not apply to all products and services. But when appropriate, it's very powerful.

STEP ELEVEN: BONUS OR DISCOUNT

Get your prospects to take immediate action by offering a free bonus or a discount. Human beings procrastinate. So you have to give them reasons to NOT procrastinate. You can do this by offering a free bonus or a price discount for acting within a limited time frame. A ten day deadline works well for many products.

Another important factor in your bonus is scarcity....a limited supply. Regardless of how many bonuses you have on hand, isn't your supply still limited? So tell the customer, "We have a limited supply of these bonuses. We can only guarantee you'll receive them if you respond within the next 10 days."

Multiple free bonuses often work better than single ones. Many marketers have found that information products such as reports and cassette tapes make good free bonuses. The bigger the problem, the bigger price tag for the solution. So information products that help solve big problems can have very high perceived value to the customer.

In a market that is very price sensitive, you may find that price discounts work better than free bonuses. But in most cases, you'll probably get better results with multiple free bonuses for taking immediate action.

One powerful technique is to make the free bonuses actually worth more than the product itself. For example, the product sells for \$100 and the free bonuses are worth \$400. You have to test this method carefully because it can cause a problem with refunds.

STEP TWELVE: YOU CAN'T LOSE

Prove to the customer he/she can't lose by responding to your offer. Explain to your customer why they can't lose by buying from you. The worst case scenario is they get their money back and get to keep some valuable free bonuses.

What this means to the customer is they don't have to worry about screwing up, making a mistake and being embarrassed in front of their friends, family or co-workers. It's a risk-free transaction from their viewpoint. In fact, they can ONLY come out ahead because of the free bonuses.

STEP THIRTEEN: THE P.S.

Remind your customers of the time deadline and the limited supply of bonuses. Urge them to pick up the phone and call immediately.

Your P.S. is often read first by customers. So entice them to read the letter by mentioning the free bonuses and the limited time offer.

How to Create a Marketing Letter If You're Pressed For Time And You Hate To Write!

Let's say you've used endorsements, postcards, ads or other methods to obtain interested prospects. Now you need to sell them. How?

One way is to write a marketing letter using THE FORMULA you just learned. But, you say, writing a letter is too much work for me. What do I do?

Here's a shortcut. Arrange your letter as a series of questions and answers. Here are sample questions. You can customize them to fit your business. Notice how these questions walk the prospect through the psychology of buying.

- What is the big benefit you can give me?
- What is the number one problem I have that you can solve for businesses like mine?
- What other problems can you help solve?
- Can you give me a success story?
- Exactly what can you do for my business? (Note: present your features and benefits here.)
- What can you do for me no one else can? (Note: this is your Unique Selling Proposition.)
- Can you prove what you're saying will work for me? (Quote success stories or give testimonials.)
- Can you summarize for me what you'll do for me, exactly what I get and everything I'll gain by working with you? (Present a summary of your services and summarize the results they'll achieve and the problems they'll solve by working with you. Stack up your value.)
- How much will this cost me and how does that compare to what others charge? (Give your price and explain why it is a bargain.)
- Do you offer a guarantee?
- Are there any advantages to acting now instead of waiting? (Offer free bonuses or a price discount.)

You may NOT want to use the entire FORMULA in your letter.. Your chances of making the sale are a lot better if you talk to people over the phone or in person. It's a judgment call. If you're a good writer, and you have a daytime job, (or you have no sales experience and you're scared of talking to people), then try the full-blown letter. If you have sales ability and time to spend, then break the letter off before you give the price and bargain appeal.

How to get in-depth training in the formula

THE FORMULA appears simple on the surface. But beneath that veneer lies a powerful psychological structure. To help you use the FORMULA to the max, I've assembled an incredibly powerful ADVANCED COURSE. When you fully understand and apply this information, here's what you will happen:

1. You will force prospects to take action right away instead of "thinking it over" to the point where they forget about it.
2. You will paint a mental picture of your benefits so clearly your prospect can practically taste, touch and feel the positive end results.
3. By including free bonuses for prompt action, you will sell dollars for dimes (refer to previous issue on subject) thus putting the value equation massively in your favor.
4. You will squelch price objections by using a bargain appeal, so the prospect perceives your offer as buying money at a discount.
5. You will stop your prospects from shopping around by explaining your Unique Selling Proposition.
6. You will create the emotion of the sale by summarizing all your benefits in bullet form.
7. You will hook the reader into your sales letter and practically force them to read it by putting your biggest advantage in your headline and then elaborating on it in the first paragraph with an "If-then" statement.
8. You will paint a clear mental picture of the key problem you solve or result you create by telling a story that clearly illustrates the point.
9. You will prompt the prospect to order immediately by using the "puppy dog close." Do NOT let your prospect make a decision to buy now. Just get them to take the puppy dog home for the weekend.
10. You will reach deep into the psyche of your prospect and push heavy-duty "psychological buttons" by using the benefit chain method.
11. You will push the right psychological buttons in the right order to maximize your chances of a sale.
12. You will smash through skepticism barriers by bolstering your credibility with testimonials and other proven techniques.
13. You will produce a powerful sales presentation even if you're a beginner at writing by using the Q & A method that walks the prospect step-by-step through the sales sequence.
14. You will no longer be mystified at why people do and do not buy. You will possess a proven psychological tool for making sales.
15. You will know exactly how to write headlines that grab people and get them to read your sales information.

If you'd like additional information on the advanced seminar, go to:

<http://www.amazingformula.com/bigcourse.html>

Secrets of Web Copy Revealed!

on-line reference



Questions and Answers

Question: I sell a SERVICE. How do I use the FORMULA?

Answer: The question is, "What action do you want your web site visitors to take? What is the next step?" For example, let's say you're a consultant. What you want is for your visitors to sign up for a free initial consultation. Then use the FORMULA to write a letter that explains the problems you can solve and the benefits of having an initial consultation with you.

The difference is simple: Where you normally would give the price, you state that it's free. And instead of using the "bargain appeal" angle, explain WHY you're willing to offer the consultation free. After that, go ahead and offer some incentive or free bonus or reason to act immediately vs. procrastinating.

And that's just an example. See, if you sell a high dollar service, it may be too big a leap to ask people to pay you ten grand from a letter. Normally, there are more steps involved. Perhaps you simply want to get your prospects to pick up the phone and call you.

Do NOT assume a 150-word letter will do the trick. Typically, it won't. I like success stories. Write a letter that gives several success stories, states your USP, presents a number of bullets about problems you'll solve for your customer and then explains why the prospect should call you. Give them a specific reason and benefit. You might even want to offer a free bonus for calling immediately.

Question: How do I guarantee my service?

Answer: Study other businesses in other industries and look at how they do it.

I go into this more in detail in my course called "The Big Course:

<http://www.amazingformula.com/bigcourse.html>

But usually you can guarantee something. If nothing else, guarantee you'll do your part. If you can't guarantee an end result, you CAN guarantee you'll meet certain criteria when you perform your service.

Question: People don't actually read long copy on the web, do they?

Answer: Yes. But I suggest you test long copy vs. short copy and see which gets the most responses or makes you the most money. There is no absolute answer true for everyone in all target markets. Plus, the design of your web site makes a big difference too.

Question: I can't come up with a Unique Selling Proposition for my product. What do I do?

Answer: Here's one tip: Call your existing customers and ask them why they chose to do business with you instead of your competition.

Question: What are the biggest mistakes people make in using the FORMULA?

Answer: The biggest mistake is they don't use it all. Most people don't do anything wrong. They don't do anything. And THAT'S what is wrong. I urge you to take the FORMULA and use it. Even if you screw it up pitifully, you'll still be 100% better than the 97% who don't use any of it in their sites.

Question: How can I find a KILLER headline for my web site?

Answer: One way is to study a book called "The Greatest Sales Letters of All Time" by Richard Hodgson. Borrow IDEAS (not the wording) from the great ads. Check the book out at: www.higherresponse.com/library.htm

Question: How much do you charge to write web site copy?

Answer: My minimum project is usually \$10,000. If you have a product where you've already clearly identified your target market and you're already selling products successfully, and you have a decent budget to work with, feel free to contact me.

Question: How much to hire you for one hour to brainstorm my copy for me?

Answer: \$1,000 an hour. Short of hiring me, it's probably the best \$1,000 you'll spend on your web site. But all I do is copy. No design.

Question: What if I sell a tangible product or service versus an intangible? Does your FORMULA still apply to me?

Answer: Yes, a tangible product is still a way to solve a problem or get a result. Thus, you need a compelling headline that presents your end result solution. You need to explain your USP. You need to create credibility for your product. You need to summarize all the benefits with bullets. You need to make the price seem like a bargain. You need to give a reason for acting now.

Question: How do I learn more about writing copy for my web site that pulls orders and gets people to take action?

Answer: I go into this in detail in my advanced Marketing Miracle Course. I also suggest all the books written by John Caples such as Tested Advertising Methods.

Secrets of Web Copy Revealed!

on-line reference



The Instant Web Site Analyzer

The following list is your "Instant Web Store Order Machine Analyzer." By going through the checklist, you'll make absolutely certain you include every single element necessary to turn your web site into a non-stop order-taking machine.

You want to make certain you hit all these buttons in your web site copy.

Realize that even though the checklist is quite simple, there's a great deal of psychology and logic behind it.

1. Does your home page or marketing letter have a headline? Your home page **MUST** have a headline. If it doesn't, you'll quite possibly decrease your sales by 300%. When you're starting out, always have a headline.
2. What is the appeal in your headline? What about the headline grabs your attention? Your headline must promise a benefit or an end result the reader wants. Do **NOT** talk about you, who you are, what you're selling. Talk to the customer about their problems and their wants.
3. How does your web store copy hook the reader and gain interest? What is the concept behind the first paragraph? Does it tell a story? Does it ask a question? Does it bring up a problem the prospect wants to solve? The opening of your copy must grab readers and pull them into the copy.
4. What are the features and benefits? Print out your web store copy. Go through it and label every paragraph. Ask, "Is this paragraph talking about features or benefits? Each feature **MUST** have an accompanying benefit. In my advanced course on writing web store copy, I teach that you need to go one step **BEYOND** benefits. You actually need to create benefit chains, where you walk each benefit down a path to its logical conclusion.
5. What word pictures and images does your copy evoke? Does it make you feel an emotion? If so, how is this emotion created? People buy based on emotion and feeling. Your copy needs to appeal to **BOTH** logic and emotion. Here are common emotions to look for and use.

Pride?
Fear?
Exclusivity?
Guilt?
Greed?
Love?
Romance?
Other?

Ask yourself, "Does my web store arouse these emotions fully, completely and intensely? If it doesn't, better spruce up your copy!"

6. Do you use success stories in your web store? If so, how? Are quotations used? People love stories. A lot of successful ad copy builds around a success story.

7. What is the thrust or idea behind your web store copy? One major thrust or idea will pull in as many as **THREE TIMES** the orders as another approach! (This means that if you're making \$1,000 a month in sales, you could possibly be making \$3,000 a month just by using another approach!)

8. Look again at the features and benefits. If you were an outsider looking at your web store, would you believe you could actually acquire the benefits presented if you bought? Why or why not? Web store copy must be believable.

9. Again, from that "outsiders" viewpoint, do you find the benefits compelling enough to spend your money for the product? Why or why not? You **MUST** describe your benefits in such a way that you **HAVE** to have them and feel you can't live without them! You want your copy to make the benefits come alive for the reader. Good copy often paints a mental picture of the reader enjoying and benefiting from the product or service.

10. If you offer a price reduction, do you give a reason for it? If so, is the reason believable? Do **NOT** just reduce your price. Give a reason for your reduced price. If you sell your product or service at a lower price than the competition, explain how and why you can do this. Otherwise, the prospect will assume you're selling inferior quality.

11. Does your copy build credibility and trust? If so, how is this established? When you market online, you must build credibility.

12. Does your web store use testimonials? If so, do they focus on specific results or vague platitudes? Strong testimonials paint a picture of the end result - the problems solved by the product or the benefits gained.

13. If your copy uses bullets, do they arouse your curiosity? Do they summarize the results you get or the problems you solve by purchasing the product? Are the bullets intriguing and compelling or boring and bland? In the case of information products, do the bullets stimulate your curiosity to the point you feel you **MUST** know the information?

14. Does your web store offer a reward for taking action now? Your web store must give people strong reasons to act today. This is commonly done by offering free bonuses or a price discount for ordering before a deadline.

15. Does your web store copy offer any other reason to take immediate action? For example, do you have a limited supply or quantity available? If so, play it up in your copy.

16. Analyze the logic of your web copy. Does it flow and make sense? Or does it get off on a tangent and lose the reader?

17. Is your product or service offered supported by a moneyback guarantee? Do you make it unquestionably clear your company will keep the promise and **NOT** weasel out through loopholes? Strong web store copy needs a very compelling and believable guarantee. Prospects should feel like your company is taking all the risk - not them. They need to feel like they're risking nothing by ordering and stand to lose a lot if they don't.

18. Do you create the feeling you're offering the prospect more than your money's worth, less than your money's worth or an even exchange? Successful web store copy often uses the bargain appeal. People online are searching for bargains. Every product,

regardless of how expensive is a bargain compared to something else. For example, a 50 million-dollar computer system is a bargain compared to the cost of using manual labor to make the calculations!

19. Does your web store copy have a formal or informal tone to it? Is the letter or ad closer to a boring business presentation or a stimulating fireside chat?

Secrets of Web Copy Revealed!

on-line reference



You're only 2 hours away!

EXPLANATION: What I'm going to do is walk you through a mental process that is similar to the one I go through when I write copy for a client. This looks like a lot of questions. But if you'll dig in, you'll find you can answer them in only an hour or two.

There is a method to my madness. At the end, I'm going to tie all the information together for you. But first, I have to help you pull out of your head the facts and information you'll need to create your copy.

What market or markets are you targeting? Everything begins with targeting a specific group of people who share common problems and wants. If you aren't sure who your target market is, look at your existing customer base? What is the profile of your ideal customer? Wouldn't you like to find a lot more? Then make a list of what you would look for to find similar customers.

Target Market One:

Target Market Two:

Target Market Three:

What is the biggest problem you solve for your customers? Or, to look at it from the flip side, what is the biggest benefit your customers receive from your products and services. If you aren't sure, ask them! Use the answer to this question to build the core of your headline.

1.

2.

What are the main reasons your customers buy or do business with you instead of your competition. Again, if you aren't sure, ask them. This information forms the basis of your Unique Selling Proposition.

1.

2.

3.

What are the other main reasons people buy your products and services? Be sure to take these reasons through the benefit chain. I'll get to that in a moment.

1.

2.

3.

What are the 3 main problems you solve for your customers?

1.

2.

3.

What does each of these problems cost your customers in terms of lost time, money, satisfaction or other tangible or intangible ways?

1.

2.

3.

What is your success ratio? In other words, out of 100 customers, how many obtain your main benefit? If you don't know, this is crucial information. See if you can find out by conducting a simple survey.

Do you save your customers money?

If so, how much money?

On average, how long does it take for your customers to save that figure? Again, you have to take an average, taking into consideration that you will have customers on both sides of the extremes.

Do you save your customers time?

How much time?

How frequently do you save your customers this amount of time?

List all the features of your product or service. A feature describes what your product IS and DOES.

What it is:

What that does:

The benefit to the customer:

What it is:

What that does:

The benefit to the customer:

What it is:

What that does:

The benefit to the customer:

What it is:

What that does:

The benefit to the customer:

What it is:

What that does:

The benefit to the customer:

For each benefit above map out the benefit chain as explained in this software. Again, for further explanation, refer to my **ADVANCED COURSE** in the perpetual web site order taking machine.

BENEFIT ONE:

Which means that:

Which means that:

Which means that:

BENEFIT TWO:

Which means that:

Which means that:

Which means that:

BENEFIT THREE:

Which means that:

Which means that:

Which means that:

BENEFIT FOUR:

Which means that:

Which means that:

Which means that:

BENEFIT FIVE:

Which means that:

Which means that:

Which means that:

BENEFIT SIX:

Which means that:

Which means that:

Which means that:

Do the same process for each problem you solve for the customer. List the problem you solve. Then ask: So what? Or, which means that? And then take that answer and repeat the question with it. Go at least 3 or 4 levels deep.

PROBLEM ONE:

Which means that:

Which means that:

Which means that:

PROBLEM TWO:

Which means that:

Which means that:

Which means that:

PROBLEM THREE:

Which means that:

Which means that:

Which means that:

PROBLEM FOUR:

Which means that:

Which means that:

Which means that:

How long on average does it take for you to solve these problems or provide these benefits for your customers?

Here's the point of these questions: I identify problems you solve and benefits you provide. Then quantify what that means to your customers.

If potential customers are skeptical or don't believe you can solve their problems or deliver on the benefits you promise, what do you say to them? How do you PROVE you can do it? You'll want to cover this information in your web store. The Internet audience is sophisticated, jaded and skeptical. Be sure you back up your claims.

Proof one:

Proof two:

Proof three:

Proof four:

Proof five:

Do you have testimonials from satisfied customers? Do these testimonials specifically and powerfully point out how you solved the customer's problem or helped obtain a result? If not, you need new testimonials!

How can you demonstrate that your offer is a bargain? Can you show how you actually save the customer money? Are you cheaper than the competition? Do you deliver a superior result in terms of overall value? Have you lowered your prices? Or are you planning on raising prices in the future? A bargain is based on COMPARISON. You must compare your price so your customers understand the bargain you're giving them.

What is your guarantee? What percentage of people take you up on your guarantee? If it's very low, point this out in your web store copy. If your guarantee is better or longer or more encompassing than that of your competition, explain this in your web store.

What free bonuses can you give as an incentive to get people to act now instead of later?

Free report(s)?

Free audio tape(s)?

Free newsletter(s)?

Free critique?

Free consultation?

Free seminar?

Can you give a price discount for acting in the next 10 days?

What action do you want people to take? Do you want them to call for a free report? Buy an introductory product? Sign up for a free newsletter? Give your product a free trial? Call a sales representative. Request a call from a salesperson? The action you request is very important to your response. Test different ideas.

Do you want your customers to order an entry-level product or sample service?

What is the best way for customers to get their feet wet with your company? What is a good "first experience?"

What is your free offer to build your mailing list?

What are the top 3 reasons people don't buy from you? Answer these objections in your web store one way or the other.

Reasons One:

Counter:

Reason Two:

Counter:

Reason Three:

Counter:

What are the top ten questions potential customers ask about your product? You might want to put the answers on a Q & A page.

=====
PUTTING IT ALL TOGETHER
=====

Step one: Select your headline
Here are some templates:

Confessions of a _____

Secrets of _____

Seven secrets of _____

7 myths about _____

How I discovered the secrets of _____

How to avoid _____

What _____ don't want you to know about _____

Simple tricks to _____

Step two: Assemble your copy

1. Look at your problem and benefit chains. Look at the specific figures you came up with for money and timesaving or positive results you can give a specific figure for. Match those items with the above templates and write as many headlines as you can think of. 50 or 100 is not too many.
2. Describe your product or service. That is, what IS your product?
3. List your most important features and benefits in bullet format.
4. Select one or two success stories that illustrate how your product or service solves problems and gets great results for your customers.
5. Write out a statement of your Unique Selling Proposition.
6. Dig through your benefit chains and make an exhaustive list of ALL the problems you solve and ALL the benefits you create. Be as specific as possible. Quantify results when possible.
7. Decide which testimonials are most powerful. Decide on the other forms of proof you have that need to be in your store or your marketing letter.
8. How are you going to demonstrate that your price is a bargain? What will you

compare it to?

9. What incentive will you give for acting immediately? Free bonuses? Which ones? How many?

Step three: Put together a sample marketing letter and test it in your web site. You can run banner ads for the product or simply feature the letter in your web site. Be certain you aim your letter directly at your target market.

Step four: Test one letter against another. You can create mirror web sites and test one approach versus another. Or you can use the rotating link trick you'll learn in the "22 more secrets" section.

If you want to simplify the creation of your sales letter using a very simple "fill in the blanks" software program, check out my "Push Button Letters" software at <http://www.pushbuttonletters.com>



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Secrets of Web Copy Revealed!

on-line reference



How to Format Your Web Copy

You can format your web site copy a number of ways. Here are three popular ones:

1. A marketing letter

I personally am fond of marketing letters because my background is in writing direct response letters. I feel they're personal and have the advantage of talking "one-to-one."

Some people feel that traditional direct response letters are too "hard sell" for the sophisticated Internet audience. But my experience is that you can tailor your letter to the level of your target market. And I dare say that those who argue otherwise have not scientifically tested a well-crafted direct response letter versus their current marketing documents.

Instead of worrying about sounding too hard sell, you should be concerned about NOT zeroing in on the problems of your target market. If you know and understand exactly what your market wants and give it to them, you're putting all the odds in your favor.

If you choose to use marketing letters online, you need to pay very close attention to the formatting. Use LOTS of bullets. Bullet points are easy to read online. Some of my letters contain as much as 80% bullets. Why? Because people tend to scan. Your letter must be readable. And it should be 8 pages or shorter.

If you had a product and I only had one shot to help you be successful with it, I'd say "Use THE FORMULA" to create a killer sales letter for it and make that sales letter your home page with nothing else on it.

That's right! Nothing else. I'm convinced that you have to be a larger player or full-time Internet marketer to manage an effective "content" web site. It takes time to provide content. Once the sales letter proved itself, I'd start an associates program, submit articles to ezines, buy ads in ezines, send out online press releases and, in short, turn on the promotional machine!

2. A product review

You can put your features and benefits in a product review. People on the web are used to product reviews. Write a review similar to the ones you read in magazines. Of course, your product will receive a glowing review. Now, do NOT deceive by trying to make your article appear as though it's a real magazine review. What you'll find is that people are receptive to the format. And that alone is enough.

In addition to the product review, you can include links to testimonials, product pricing, special offer, success stories and the other elements of the FORMULA.

3. An article

Write about your product in the context of a helpful article similar to what people are used to reading in magazines. This format helps lower skepticism. I'm not crazy about methods two and three, but I have seen sites that use them effectively.



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Sample Marketing Document 1

This is a sample marketing letter I use to sell my e-book **How to Create Your Own Product In Two to Five Hours**.

To highlight important parts of the letter, I have typed in comments in capital letters and parenthesis. These comments will help you understand my logic in different parts of the letter.

By the way, if you aren't marketing information products from your web site, you're missing out. They are tremendous lead generators and sell very well on the Internet. Think about this: You can **ADD INCREDIBLE NEW PROFIT CENTERS** to your web store in only a few hours!

And when you get an information product that's hot, you can start an associate program and let others sell it for you via banner ads. Later on, I'll give you some resources you can check out for information on how to start an associate program.

If you're serious about maximizing the marketing potential of your web site. Order information is at the end of the following letter.

One more thing: The examples in this product show how to use the **FORMUALA** to create a marketing letter. But that is **NOT** essential to use the Formula. If you want, you can simply make certain **ALL** the elements are included **SOMEWHERE** in your web site. I've simply found that a letter is a simple, easy way to do it.

Memo From: Marlon Sanders

Memo To: Website Visitor!

Re: The 2-5 hour product formula!

Dear Internet Friend,

Why waste your time and energy selling products that make **OTHER** people rich?

Isn't it about time you spend your time and money making **YOURSELF** money? For example, ever watch those late night infommercials on TV? (Come on, admit it!) Of course you do.

Know why those guys and gals rake in so much dough?

Because they sell in-demand products with **HUGE** markups. Guess what? You can do the same thing! Now, I'm not going to pretend you'll make a million dollars with your own products.

But know what? You **COULD**!

And how would you like to make money while you sleep at night, play with your kids or go on vacations? It's all possible when you create, own and control your own products. The good news is you can create your own product for under \$100 and in only two to ten hours.

Please keep reading for details.

(COMMENT: You'll notice that I didn't use the patented "If you-then" opening sentence that I'm teaching you to use. In this particular case, I felt the question did a better job of grabbing attention. Now, had I used the "If you-then" formula, it would've sounded like this: "If you're tired of wasting your time and energy selling products that make other people rich, then this might be the most important letter you'll ever read. Here's why ..."

The next step in this letter is to build credibility before I lose the readers. In the "by-the-book" formula, I would've placed the credentials section later in the copy. Again, in this particular letter, I felt the need to establish my credentials upfront. This is a method you may try in your letters. The online marketplace contains a high degree of skepticism. You have to address this strongly at some point or you'll lose your readers.)

Here are my credentials

I'm going to keep this short. But let me introduce myself for just one moment. My name is Marlon Sanders.

You may have heard of me. In the last several years, my face has been plastered on video screens in all major cities of the U.S. because of my marketing expertise.

Matter of fact, I've spoken at over 120 seminars that attendees paid \$3,000 to attend -- for only one day -- to hear me and a few of my pals speak about making money through marketing on the Internet.

You can go to my web site at: <http://www.amazingformula.com> and read about my credentials and my background there. You'll also find find rave reviews from experts who know my work.

By the way, I don't hide behind a P.O. Box nor an email address. My office number is (972) 788-0542. My address is at the end of this letter.

Now, let me get right to the point.

I'm going to show you exactly how to develop your very own product in only several hours that you can sell for as much as 10 times the hard cost of the product. I'm convinced most people can do it in two to five hours. It could take you up to ten hours. But I can't imagine it taking longer than that.

These products are perfect for selling through banners ads, associate programs, free publicity, web sites, classified ads, online marketing, AOL classifieds, Internet classifieds, paid links, MAIL-ORDER and many other methods!

My products are information-based, such as audio cassettes, manuals or, in my latest venture, software books sold via the Internet. My software books take more time to develop, so initially you'll likely want to use the basic 2-10 hour formula. Then, if your product is successful, you can migrate up to fancier versions.

I explain all this in detail in the product. If you have a web site, I think adding products like these as an extra profit center is essential.

(COMMENT: I'm afraid of losing my reader's attention. So I have a gut feel that it's time

to launch into curiosity-eliciting bullets.)

Here's a summary of what you'll discover:

- * How I create information-based products in one to ten hours that sell for \$30 to \$97...and even more.
 - * Where to get the supplies for your product.
 - * How to avoid all the BAD advice about creating your own product.
 - * Step-by-step what to do and how to do it (using the same system I use to create my own products.
 - * Get the names and phone numbers of the suppliers I use that allow me to enjoy a ten times markup on my products -- and more! If the product costs you \$10, you sell it for at least \$100! If you sell your product for \$50, your cost will be \$5.00, or less.
 - * Get the exact, proven system I use to create products at home from scratch. I sell these products for as much as \$2000.00.
 - * Discover how to develop products that require little or no inventory.
 - * Why sell other people's products for a paltry 50% profit when you can make ten times return on investment, day in and day out? In other words, if the hard cost of the product is \$5.00, you sell it for \$50.
 - * Use the same basic moneymaking secret infomercials use.
 - * Find out the easiest, simplest product to create from the convenience of your own home.
 - * Save thousands of dollars of wasted time and effort on trial and error learning. I wasted thousands of dollars of equipment and resources I DID NOT need. You'll probably make the same mistakes I did if you don't get this program.
 - * Think you can't make your own product? Think again! I believe just about everybody has a great product idea hidden inside them just waiting to pop out. I'll show you how to uncover your natural product-creation genius that slumbers within.
 - * When you create your own product using my system, your product can actually be making money for you WHILE YOU SLEEP or enjoy other activities! Imagine waking up to find you made \$100, \$500 OR MORE while you were asleep!
 - * STOP wasting your time, energy and genius making other people rich. Get your own share of the product pie and have at least a chance to make yourself rich!
 - * Learn a system that is actually practical for you to use. There are a lot of products that take way too much time and money to create. You do NOT need a pile of money to make your own product the Marlon Sanders' way.
- Why? Because you need to keep little or NO INVENTORY of the product. You can easily manufacture your products after people have ordered them and you have cash orders in hand.
- * Avoid losing an arm and a leg on cash-intensive product businesses where you have to risk a bunch of money when you don't know if the product is going to sell. A friend of mine lost a quarter a million dollars this way (BEFORE I knew her). Now she uses the Marlon Sanders system and she tells me she made an exceptional \$160,000 last year.
 - * When you create your own products my way, you won't have to be involved in

programs that cause you to rely on other people's efforts -- unless you want to.

Since you'll have at least a ten time markup, you'll have the markup you need to make money selling your products yourself. You CONTROL how much money you make....NOT other people who can flake out on you any time.

* Do you need LEADS and NEW CUSTOMERS for your business? If you do, then here's a great idea that has worked magic for businesses. Use one of my products as a low-cost lead generator. I'll tell you how to do it in the audio tape.

* Know why owning AND controlling your own products is a great idea? Because it's the last way to escape the job rat race. When you have a job, you have to be working to make money. If you don't work, you don't make money. When you own your own products, your products make you money while you sleep or do other things you enjoy.

* Imagine what it would be like to actually make a net profit while you're vacationing in Hawaii or the Bahamas or wherever you like to go. People who own their own products can do this. Why? Because their products make money for them.

* Find out how to do something today that you can be paid for over and over and over again for years to come. My friend Jonathan Mizel (publisher of the Online Marketing Letter) calls this making money like a Rock Star!

A rock star records a song once but makes money on it for years to come. Isn't it about time you STOP, and get it in your head once and for all that creating, owning and controlling your own products is THE way to create a safe, secure financial future -- as well as a carefree retirement?

I've put all these secrets and more on my new software product called:

How to create a product in a Flash!

72 Hour Discount Offer

If you order immediately, you can get my latest version for only \$97.60. You get that back by making only 1-3 sales!

We accept orders from ALL COUNTRIES! To convert the U.S. \$97.60 price to any world currency, [click here](#).

To get the \$97.60 price, you MUST order right away.

Isn't it worth that to get something that can help create a product that makes you money WHILE you're at the movies?

Rock Solid Money Back Guarantee!

I know that this is probably your first time to order from my company. And I want to have you as a customer FOR LIFE!

So to remove ALL the risk from ordering and taking I chance on me, I'm going to take twice the chance on you.

Get my product, use it and create your own product. If you aren't 500% thrilled and satisfied with the results, just send me an email, and I'll give you 100% of your money back! That's how confident I am this will work for you!

How could I possibly be any fairer than that?

How to Get Your Copy Within 10-20 Minutes!

How would you like to have my complete program in your hands within 10-20 minutes, so you can get started right away? No problem.

Within 10 minutes of receiving your order, my computer will automatically send to you a secret link and pass code. Just click on the link, type in the password I email you and within a few minutes, you'll have my complete FORMULA ready for immediate use.

Prior to ordering, I suggest you read the "legal stuff," disclosures and "fine print" [here](#). It's boring but necessary. By ordering in any manner, you agree to the terms and conditions.

You can order three ways:

1. The fastest, simplest, easiest and coolest way to order this report is directly online with our [SECURE SERVER](#) that encrypts your info when you send it. Or, if your web browser doesn't support secure servers, you can just use our [other order form](#).

When you use the Secure Server, you'll get your unlock code for the secret web site by email within 10-20 minutes, so you can whip up products in no time flat. All you do is click on the link we email you, type in your password and you're off and running.

If you use our non-secure order form, you'll receive your order within 48 hours.

2. You can order via check or credit card by calling 1-800 number. We can still email your software, but it'll be within 24 hours, not 10 minutes the way you do through our Just call 1-800-237-4858 anytime, 24 hours a day, 7 days a week. If you're overseas, you can call 706-854-4410. To get the discount, you must give offer code "HOMEPAGE."

3. Finally, you can order by POPS -- Plain Old Postal Service. Just write your name and address on a piece of paper with the words "Create Your Own Product" and send it with your check for \$97.60 to: Higher Response Marketing Inc. 5636 Spring Valley Suite 18B Dallas, TX 75240.

Thanks for reading this. And I look forward to receiving a glowing testimonial from you!

Yours truly,

Marlon Sanders

P.S. I don't know how much longer I'm going to offer the steeply discounted price. In fact, I may raise it soon. So I urge you to respond without delay.

P.P.S. Some people wonder if this method will work in countries other than the U.S. The answer is a resounding "yes." In fact, it works equally well in virtually every country of the world.

Secrets of Web Copy Revealed!

on-line reference



Sample Marketing Document 2

Want Monster Traffic?

"The Traffic Generation Kit" **Unleash the floodgates of traffic & profits**

IN THIS INFORMATION, YOU WILL FIND OUT:

How a friend of mine drives up to a million hits to top web sites within 10 days. You can use the same basic strategy. Of course, unless you're a name-brand company, you won't get a million hits. But you might be surprised by what you DO get!

Do you know which of these traffic generators work great, which are duds and which are only mediocre? Do you know which of these traffic builders is the #1 best?

- Buying banner advertising on exchanges?
- Search engines?
- Automated reciprocal linking?
- Starting your own banner exchange?
- Participating in link exchanges?
- Submitting articles to ezines?
- Running classifieds in ezines?
- Buying classified ads?
- Installing your own FFA site?
- Getting "spammed" on purpose?
- Sending out spam?
- Starting your own "top ranks" site?
- Participating in forums?
- Starting your own web ring?
- Buying banners on private web sites?
- Automatic referral systems?
- Mailing your opt-in list?
- Posting on free for all links sites?
- Posting in newsgroups?
- Starting your own associates program?
- Renting opt-in lists?

How to install interactive traffic builders on your site for practically nothing. You don't need to pay hundreds or thousands of dollars to have free postcards, free reminder

services, free update services and the like on your site. People will come back again and again to send free postcards to friends and business associates, to add dates to a free reminder service, to use your search engine.

Do you know how to use the new "html banners" to rocket your response?

Instant reciprocal linking software programs: Which ones are best?

When people subscribe to your online newsletter, do you send back an email that uses their name in return subject line? (If you don't, you're losing response.)

A new twist on getting other sites to link to yours. How a nifty little software program will boost your success ratio several times over.

How to get "automatic referrals" in bunches of five at a time.

The "hush-hush" truth about getting listed at the top of search engines.

How to use "free-for-all" links pages to build your website traffic. What they are and how to use them.

Where to get a FREE "free-for-all" links program that automatically screens out porn postings plus checks for a return link and spits out a list of all those who didn't give you the reciprocal link as promised. And it weeds out spammers who try to post multiple times to your list. Also includes a neat feature that draws visitors to your home page like flies to honey! Best of all, everyone who places a classified ad at your site will get back an email that says "about your classified ad." And, of course, you sell something in that email!

Let visitors make your web site their default home page - automatically! That way, every time they pull up Netscape or Internet Explorer, they'll see your home page!

How to find whole new categories of web sites who will be happy to link to you. Increase your links by up to ten times!

Do you know where to find a list of 220,000 forums you can post and participate in?

Fifteen different supercool services you can put on your web site that will attract traffic. For example, you can have a tool on your site that allows visitors to find out where their site ranks on major search engines - free! Or you can let visitors register their site with major search engines right from yours. I tell you where to get these mini-programs free or dirt cheap.

Who else wants to blitz the search engines and not get caught? Most of the search engines can sniff out and ignore your automated submissions. But there is one program I found that fools the search engines. Want to know about it? Keep reading.

Where to get software that will allow you to create your own top 100 or top 1,000 list of web sites in your industry -- and update the list REAL TIME! This can be a huge traffic booster because people keep coming back to your site to surf the current top 100 listings.

How to gang test a number of banner ads all at once! Want to become a successful banner advertiser? Then you better find a banner that works like crazy. The secret is simple. Have a bunch of banners created for you (I show you how to get them for free) and then test them all at once and see which one wins!

Can you really make money buying key words on search engines like Yahoo? Get the truth!

Cool Internet Marketing Tricks That Save You Lots of Money! (Get neat stuff free that helps you make money!)

Absolutely free emailer for blitzing your opt-in list

All about database marketing -- how to get data from your subscribers into your database. All the tricks and secrets.

How to get your banner ads created free or dirt cheap!

Want to get promoted big time in ezines for free? Then submit short articles to them. Problem is, how do you find the ezines that want your articles? Here's an online resource that gives you a constantly updated list. (This is NOT Yoken.com. This one is different.)

The single best site on the Net for FREE software. You get what you want with none of those obnoxious nag screens.

Where to find a TON of mind-blowing free articles on e-commerce by top experts.

Put a banner on your site that lets visitors win cash daily. Yet this doesn't cost you anything.

What do you do if you need a secure order form but don't have "cgi" on your site? Here's a place you can get a free secure order form.

Do you want to publicize your web site with free publicity but need hints and ideas. Here's an incredible free forum for you.

Three very cool search engine programs and two submission services that look a cut above the rest.

Where to get custom reports that tell you the words people are searching on most related to your product.

Start your own opt-in mailing list -- free! When people visit your site, it's very important you capture their email address so you can send them a periodic brief email newsletter. That's the way you get repeat traffic and repeat business. Plus it allows you to build a relationship with your prospects. But how do you handle subscribe and unsubscribe requests? I'll show you a very reputable service that will help you get started for free. What's more, I'll show you an extremely easy way to get free articles and content for your newsletter in case you have a writing phobia.

How to shrink the size of your gif images - free! When you put gif pictures on your web site, they can suck up a lot of room and cause your page to load slowly. I'll show you an amazing service that will analyze your web site for you, tell you which pictures are bloated and shrink them down for you - all for free!

Amazing Tricks That Make Your Internet Marketing Adventures Ten Times Simpler and Easier!

The program I use to upload files to my web host. Why this is the ONLY program you should use.

How to put jaw-dropping animation in your web site without breaking a sweat.

Do you have a domain name you want to register but you don't want to pay the fees to have the site hosted? Here's where you can park it for a flat \$25.

How to hunt down web site addresses AND obtain complete CONTACT AND PHYSICAL MAILING ADDRESS information. You can do custom searches LIVE. This is not a CD

Rom. It's a search service right on the Internet. If you want to send direct mail to web site owners, this may be nirvana for you.

Roaming ISP: How to sign onto your Internet connection from around the world - without signing up for new service.

How to avoid banner advertising scams and rip-offs. (There are plenty of these so this is crucial information that could save you a ton of money).

The spam killer: How to encode your email address so it can't be stripped by spammers.

Create your own web site in two days. Here's a nifty step-by-step tutorial for the novice.

Add a form to your web site to capture opt-in email addresses -- even if your web host doesn't have "form mail," and even if you don't know a lick of CGI programming. Remember a moment ago when I said you need to capture email address for your newsletter mailing?

Well, the way you capture the email address is using a form that has boxes for name, email address, etc. You can even ask survey questions. Then you can have the results emailed to you! Normally, you need to know CGI programming to put a form like this on your site. But I'll show you a cool shortcut that makes this incredibly easy for you.

How to have the names, email addresses and other survey information from your opt-in forms emailed to you in comma delimited format so you can suck the data right into your database! That way, you can send emails to people using their first name in the subject line. Cool, eh? And you can even reference on an individual basis other information you capture via your forms.

Are you tired of giving away your great information for free? How to get people to PAY YOU for your content!

How to create and digitally deliver information products that are theft proof! That's right. If customers email these files to their friends, guess what? They won't work! Protect your intellectual property with a virtual lock and key.

How would you like to have a software program that detects repeat customers for you, manages your opt-in lists, saves customer order info (so it doesn't have to be re-entered), cross sells your buyers automatically at the time of purchase and tracks banner ad associates -- all for \$100 a month? Then check out this cutting-edge product.

The #1 best place I go to online for killer software. (Hint: It is NOT Tucows, shareware.com, ZDNet, PC Magazine or download.com.)

Looking for a web host? How do you find the best? Try this list of the top 100 best web hosts.

Ultra Cool Internet Marketing Secrets No One Else Is Talking About!

Read foreign language web sites. Have them translated for you instantly - on the fly.

Where to get autoresponders that will send back a personalized response using the person's name.

Where to find the world's largest library of scripts that make your web site do incredibly cool stuff. Get 5,297 scripts here (last count).

Where to find 35 different software programs that make creating your own HTML easy. I'll tell you about the ones I personally use to turn my marketing letters into html and why I like them. For example, how would you like to right click the file name of your document, select a program and - ZAP! Have instant HTML? (This is important since I do NOT know html. Having this software made my work 25% faster and about 50% easier!)

How to get Eudora to filter your mail without screwing up, and filing important messages in the wrong mailbox.

Where to get incredible, animated banners created (the kind you see on all the hot sites) for \$15 to \$100. I'm talking knock-dead stuff here!

Where to get the most amazing autoresponders on the planet that will completely automate the sending of information by email to your prospective customers. These things will build your database and do all kinds of tricks no ordinary autoresponders will!

Are you thinking about advertising in ezines (email newsletters)? Here are several places to go for listings of ezines and one site with ad information.

Are the gifs in your web site too large in file size, making your page load slowly? Here's a neat site you can go to that will reduce your gifs for you. (This is crucial. If your site loads slow, you'll lose a lot of orders!)

Want to sell your products around the world? Well, you're going to need to give currency exchange rates. Here's a place you can link to that will do it for you!

Want to boost the time prospects spend at your site? Try putting up an online survey and providing instant scores. Sound complicated? Think twice. This shareware will do it all for you! The possibilities are endless. Imagine your prospects taking a survey and then getting a score that says, "You REALLY need help!" Think about it!

Want to know where you're ranked on all the search engines? This software will sniff all your postings down for you.

Would you like to learn at least the basics of html but you're overwhelmed by those complicated books? Here's a nifty online resource that makes it as fast and simple to learn as humanly possible.

Where to go if you want your web site designed by a crackerjack team who understand marketing. (This is a rarity if you know anything at all about computer techies.)

Where to find lists of the top 100 websites by category. (You want to send personalized emails to these people and make sure they promote your freebie on their website.) You can also approach these people with your commission banner program.

How to get an endless supply of free articles to use in your ezine, so you don't have to write unless you want to.

[More Tricks To Ramp Up Your Traffic and Profits](#)

How to grab all the FREE STUFF you need to make your web site roar like a lion! Free cgi scripts. Free traffic counters. Free custom graphics. Free guestbooks. Free homepages. Free java. Free mailing lists. Free chat rooms. Free advertising.

How to automate your web site order taking and product delivery. If you're sick and tired of manually charging credit cards (don't your eyes blur from trying to get all those numbers typed in correctly?) and you're tired of making labels and shipping packages, this is must have information.

How to create your own digitally delivered products. Never print anything again!!

The mechanics of creating and operating your opt-in lists. What to do, how to do it.

How to send a series of follow up emails -- automatically! (This is a NEW autoresponder that will blow your mind!)

Backdoor traffic generators that cause people to come to you every day. This is ten times easier than getting listed at the top of the search engines! What no one is telling you about the REAL way to use classified sites and search engine submission sites. And it has nothing to do with posting classifieds or submitting to the engines!

Three autoresponder programs that automatically respond to email for you. Two ways to personalize the response.

How to select your online target market in 10 minutes or less! Did you know there are 250 clearly defined target markets online? What's more, you can buy targeted advertising online (inexpensively) to reach these people. I'll show you how to do it.

What are the best overall price points for marketing on the web?

The 8 requirements for making money online. Most businesses online are totally missing out because they're ignoring one or more of these 8 factors. I'll almost guarantee that you are too. But you can fix it easy once you know how.

A Critically Important Message From Marlon Sanders

From: Marlon Sanders
5636 Spring Valley
Suite 18B
Dallas, TX
marlon@amazingformula.com

Dear Friend,

The list you just read above is only a sample of the amazing information I have for you.

Aren't you tired of the "same-old, same-old" information about Internet Marketing?

If you're ready for hot, net fresh tips, secrets and insider methods, you've landed on the right page!

This information is a result of my 20 years experience in marketing, advertising and direct response copy writing not to mention endless hours on the Net. I have taught at over 120 seminars around the nation and overseas that attendees paid \$3,000 to attend for only one day!

If you're doing any online marketing at all or plan to in the future, then you NEED my all new tricks and secrets. In fact, having this can be absolutely critical to your success online.

But here's the most exciting part: You can get access to this off-the-beaten-path information in only 24 hours!

Stick with me and I'll explain . . .

I've put all my secrets into a new report in software format called:

The Traffic Generation Kit: Unleash the Floodgates of Traffic and Profits!

This in-depth software report gives you the ONLY detailed, very specific, research report on all the latest traffic-building, profit-creating tricks and secrets..

You will NOT find this report in bookstores anywhere nor the information in it. Neither will you find it in the free ezines on Internet marketing (regardless of who the esteemed author is. It is totally unique. It contains over 123 fresh, new tricks, secrets, resources and links.

Here are comments from attendees at my live seminars about my products and information:

"500% Increase!"

Wow. I had a banner campaign going pretty good, testing 6 different banners averaging about 3.5% click-through rates, but hardly any of those were joining my opt-in list once they got to the site!

Finally I was forced to use the technique you suggested to me at the seminar in Colorado - turn the entry page for specific campaigns into funnels which FORCE the visitor to give up their name and email address before being allowed to visit the main site - this has resulted in an increase of over 500% in converting visitors to joining my list.

Thank you!

Scott Covert
Canadian Business Owner
<http://www.successinformation.com>

"Best information on the web"

Your information is the best I have found on the web...

Ray Comstock
Sales Manager, Simply Internet

"It's brilliant!"

Today I finally made the time to read the whole thing through (highlighter in hand).

It's brilliant.

I'm absolutely amazed and impressed at how much relevant internet marketing knowledge you've obtained... Wow!

There are a lot of ideas in there which I would like to incorporate into my business.

Your info about CGI scripts was very enlightening -- put things into perspective -- how inexpensively one can create cool features. Very eye opening.

Just wanted to fire off this e to let you know how impressed I am. Keep up the good work.

Brett Thomas
<http://www.thomasvirtual.com>

"\$38,000 in increased sales!"

"Marlon Sanders is my secret weapon! I turn to him whenever I need help. In the fourth

quarter of 1996, his deft advice helped me generate \$38,000 in sales."

Jonathan Mizel
Publisher, The Online Marketing Letter
Boulder, CO

"Makes me tons of cash"

"...Marlon is incredibly ethical and honest. It's uncommon to find people in this business who will tell it exactly like it is. Third, I adore his direct marketing advice. Not only is it fresh and awesome, it almost always makes me tons of cash!"

Teresita Dabrieo
Consultant to consultants
Virginia Beach, Virginia

"Brilliant money making ideas"

"Marlon Sanders is one incredible idea generator . . . and if he says you can make money selling ideas, you need to listen. This man has more brilliant, money making ideas than anyone I've ever met. I listened and learned from Marlon and today I'm a marketing professional. He has ideas worth millions

Alicia Nation
President, The Harmony Center
Rapid City, SD

"Showed me how to make money"

"Marlon Sanders showed me how to make my web site make money.
Highly recommended."

Hank Ramsey
<http://www.supplements4less.com>

Of course, some of those testimonials represent exceptional results. Your results will vary. One last thing: If you order right away, within the next 48 hours, I'll guarantee that you the product at \$77.00 off.

My seminar price for this product is \$175.00. However, if you order within the next 48 hours, I'll give you my **holiday special price** of \$97.00. I can only guarantee you'll receive that price if you order within the next 48 hours. (We accept overseas orders. To convert this price to any world currency, [click here](#))

If you even a few extra sales from your web site, you'll pay for the report several times over. Haven't you already learned more specific, actionable steps in this report than you have from all the other Internet marketing products you've seen or purchased? Just think how much extra money you can make when you get ALL the info in one tidy product.

You're Going to Love This Part!

I am so confident my all new tricks and secrets are going to blow your mind, I give you an amazing moneyback guarantee.

Just get the information. Read it. Try out my amazing new research report. Hey, if it's not your cup of tea, I'll give you YOUR MONEY BACK anytime within one year from the date of purchase! No hassles or problems.

You risk nothing. And I risk everything. The only reason I can do this is I because I

KNOW you'll be thrilled with the results you get.

Listen: I know you have a natural reluctance to order this for fear of "getting taken." That's why I'm making this ironclad, no loopholes, no funny stuff, money-back guarantee.

You Can Have This Information Within The Next 24 Hours!

How would you like to have my complete research report in software format with all my sizzling new strategies in your hands within 24 hours, so you can get started right away? No problem.

Within 24 hours of receiving your order, my computer will send to you the unlock code for the software and a link for easy downloading. Just click on the link, type in the password I email you and within a few minutes, you'll have my complete report ready for immediate use.

Here's how to order:

**(I no longer sell this product individually.
I have incorporated it into larger courses.
That's why the links below are dead)**

You can order this report directly online with our [SECURE SERVER](#) that encrypts your info when you send it. Or, if your web browser doesn't support secure servers, you can just use our [other order form](#).

When you use the [Secure Server](#), you'll get your unlock code for the software by email within 24 hours, so you can whip your ad copy into shape pronto. All you do is click on the link we email you, type in your password and click download.

Your address **MUST** match your billing statement address. If you're declined, 99% of the time it's because we don't show a match. If that happens, check the actual billing address printed on your statement and make sure you enter the info exactly as it appears there.

If you use our non-secure order form, you'll receive your order within 24 hours. We accept orders from ANY COUNTRY via major credit cards.

Thanks for reading this. And I look forward to receiving a glowing testimonial from you!

Yours truly,

Marlon Sanders

P.S. I get emails from people around the world (Canada, U.K. Australia, for example). You'll be pleased to know that the FORMULA will work in foreign countries as well as the U.S. You'll have to adapt a little bit of the wording (not much) to the idioms of your country. But other than that, it's ready to go! To convert the U.S. dollars price to the equivalent in your currency, [click here](#).

If you have questions or comments, I'd like to hear them. You can reach us at: copysecrets@higherresponse.com. Thanks! For legal disclaimers, see my web site at: <http://www.amazingformula.com>

Important notes about this letter!

Several comments about this letter:

1. I don't begin with the usual "if you, then" opening. This is another opening I've found to work especially well with information products. Start right out telling the prospect what he or she will learn.
2. Notice how this letter emphasizes bullet points. Bullet points are easy to read online.
3. I use the "bargain appeal" factor when I explain that the seminar price for the product is \$175 (a true statement).
4. You'll notice the use of testimonials, guarantee and a reason to act immediately. I don't include any bonuses but I should. I just haven't had time to develop any yet.
5. I also don't use the "don't decide now" step. Again, when I have time, I'll work this into the copy in the future.

Secrets of Web Copy Revealed!

on-line reference



The Troubleshooter

If your web site is NOT a non-stop order taking machine, there are a few basic reasons:

1. You are NOT making a specific offer and using THE FORMULA to sell it.

When people go to your site, they have no idea what specific advantages you give, what problems you solve, what you do for them no one else does, what proof you have that you can deliver the results you promise, why your price is a bargain, all the multitudinous ways they'll benefit through buying from you, what your guarantee is, why they don't need to decide now and how they'll benefit if they act today instead of tomorrow.

Solution: Fix this immediately by using THE FORMULA to write a marketing letter.

2. You are NOT pro-actively driving traffic (i.e. warm bodies) to your web site.

Solution: Do NOT rely exclusively on any one traffic generation method. Get listed with the search engines. Start an associate program. Try buying or trading banners and links on other sites. Obtain free publicity in offline publications and reference your web site. And use the multitude of other strategies available for you.

3. You have a product or service that must be direct sold over the phone or in person.

Solution: Use your web site to generate leads. Motivate people to request a free report or some other item by sending an email or calling a 24-hour phone number.

4. You're talking very generically and non-emotionally about what people want and what their problems are. People buy to solve painful problems.

Solution: Get specific. When you're targeting a specific market like I teach, you can do this easily. Your prospects should feel like you've been listening in on their conversations. People buy based on emotion. Appeal to the pain you know they have. Stir it up. Get them to feel it. Then offer to get rid of it for them.

5. You're selling to everyone in general and no one in specific. This relates back to number four. Timeless maxim: If you try to sell to everyone, you'll sell no one.

Solution: Target a specific group of prospects with common problems.

Secrets of Web Copy Revealed!

on-line reference



Sample Ezine

This is a sample ezine only. All the URL's and offers on this page are no longer valid. I do NOT offer the products listed any longer.

If you recieved multiple copies of this newsletter, help me clean up my files. Put the duplicate email addresses in the text of an email and zip it off to "unsubscribe@higherresponse.com" Be sure to leave 1 address subscribed!

If you do not recall subscribing to this newsletter or you don't want to receive it any longer, please take 10 seconds to send an email to: "unsubscribe@higherresponse.com"

Brand new terms and conditions for your subscription: Please read. [Click here.](#)

IN THIS ISSUE:

Your free Christmas gift. [Download this new e-book now!](#) \$19.95 value.

Marlon's Internet Marketing Toolkit: Specific Tools & Promotional Methods to Create a Predictable Income Every Month From Your Web Site.

Feature article: Do you have a \$50,000 Bonus Check In Your Name Waiting to Be Claimed At Your Web Site? [Click here.](#)

Here are some of the topics covered in this featured article:

- How to Add An Extra \$5,000 - \$10,000/Month In Sales
- How to Make Money With Monthly Mailings
- Could the right letter or online ad turn your small business into a multi-million dollar venture? (Or could it add an extra \$4 or \$5 million to your bottom line?)
- Could one letter or ad generate \$500,000 profit?
- Would you like to make \$98 for every letter you send?
- How a crazy idea brought in \$2,250,000!
- Could this 3-day follow up letter method net you an extra \$31,000 next year?
- Could you use an extra \$108,000 from automated back end deals next year?
- How a friend of mine sells \$795 packages on the Internet like hotcakes!

How one marketer obtained 100,000 email newsletter subscribers! [Click here.](#) (HTML banners revealed!)

Link to higherresponse.com and win my \$300, **69 Laws of Twister Marketing** course. [Click here.](#)

Free content for your ezines and web sites. [Click here.](#)

Access my NEW audio seminar instantly online! [Click here](#)

Listen to my 10-minute audio seminar on tapping into your money-making creativity. [Click here](#)

Create your own audio seminars online and sell access codes! [Click here](#)

New edition of the October issue. (See note about it in the letter below) [Click here](#)

Announcing "The Traffic Generation Suite." Get traffic to your web site -- automatically! [Click here](#).

Product catalog: [Click here](#)

Survey: Which product would help you the most? 10-second survey [Click here](#).

Holiday greetings and several very important notes about your newsletter subscription from Marlon. Please read.

Dear Subscriber,

Merry Christmas. As my gift to you, I'm giving you a copy of my new e-book Marlon's Internet Marketing Toolkit: Specific Tools & Promotional Methods to Create a Predictable Income Every Month From Your Web Site. [Click here](#) to download.

If you have problems connecting to the server to download, please try again. Understand that I'm mailing this issue to a lot of people at the same time but not everybody can download it at once.

This issue is packed, packed, packed. There is some great information in it.

You'll notice I now have articles you can now place in your web site or use in your ezines. [Click here](#) to see them. In addition, you can win a copy of my 69 Laws of Twister Marketing course or a digital product of equal value or less simply by linking to my web site with one of our killer banners. [Click here](#) for details.

Do you ever find yourself frustrated with the lack of response and buyers from visitors to your web site. Do you ever feel like you could make a million dollars if you could just get more people to visit your site? You'll want to read my article on traffic generation. Do you find yourself floundering for a way to make serious cash on the Internet?

If you answer "yes" to any of these questions, this month's featured article is a must read. I put a lot of "meat" in it for you as a special holiday treat. I know it's not the same as sending you a physical Christmas gift. But in some ways, it might be better. Why? Because you can use the information in this issue to make money to pay for all those other gifts you bought your friends and family!

Here are several important "housecleaning" issues I need you to read over:

1. Please read our new terms and conditions for subscribing. Basically this informs you that I will mail product updates and/or free tips once a week or so to my subscribers. In my Internet travels, I run across resources that are crucial to your online success. I'm going to begin sending out notices about these resources. They'll be direct and to-the-point. I'll respect your time and do my best to only bring very important items to your attention. I'm very picky about the products I endorse. I spend massive amounts of time doing my research to offer only the best as I see it.

In addition, this is how I "sponsor" my newsletter. It's free to receive. But we both have to win for me to publish it.

If you do not accept my terms and conditions, you can unsubscribe by sending an email to: unsubscribe@higherresponse.com.

2. I need your help cleaning up my mailing list. When I began this newsletter, I didn't have the database system in place that I have now. I didn't have clearly defined subscription rules. A relatively small number of you are receiving multiple copies. If you're receiving multiple copies, it's simple to help me fix your problem. Put the duplicate addresses in an email and zip them off to: unsubscribe@higherresponse.com.

A few of you have complained that you get my newsletter to email addresses you didn't subscribe from. I don't have an explanation. Two years ago, I wasn't as good at using Eudora filters as I am now. We could speculate all day how your email address got in my subscription box. For example, I had two viruses eat up my computer once. And I had to do my best to recreate my subscriber list from ashes. Also, I now have procedures in place that provide "proof" that someone subscribes. I didn't have this in the past.

In any event, there's a 5-second solution. Just unsubscribe those email addresses. It's that simple! Put the addresses in an email and fire it off to me. That address is the same it has been since I started up this thing: unsubscribe@higherresponse.com.

3. If your issue arrived but did not have your first name in the subject line and the body of the announcement email, [please fill out this form](#). That way, you'll never miss an issue because your name will let you know it's a newsletter you subscribed to.

4. If you're a new subscriber, the following comments aren't directed your way. This is really a sidebar to existing subscribers.

My October issue missed the mark for some of you who don't think abstractly as I do on occasion. For you all, I created a revised edition that is more direct and makes the points without the abstraction. You can read it by clicking [here](#). The reason I took the time to create a revised edition is because I felt the points were so crucial to your online success, I wanted to make sure you "got" what I had to say.

Here's a funny thing to me: I had a small flurry of unsubscribe requests from people who couldn't deal with the philosophical/theoretical approach. Folks, listen: You aren't going to be 100% pleased with every issue. As adults, we all understand that. If a particular issue doesn't float your boat, instead of immediately unsubscribing, you might consider hangin' out until the next issue. It might be the most profound thing you've read all your life.

Another thing: My ezines are 5 times longer than most of the ones you receive. True? The reason I can send you these long issues is because I write them in one sitting with virtually no editing. I usually write these issues in one day or less.

Since I have products to produce and clients to write for, at times my grammar isn't going to be perfect. I'm going to have typos.

I would rather pour out my guts in 15-20 page "meaty" issues that are less than perfect than produce a perfect 4-page issue. I hope you appreciate my approach.

Understand that when I write for clients I spend a lot more time in editing, proofreading and such. Of course I do. For \$750 a page, a client deserves tight copy.

OK, are we still friends? I'm glad I got those housekeeping issues off my chest! I feel better now.

Enjoy this issue,

Marlon Sanders

P.S. If you enjoy this issue and know others who need to tap into "real" information about Internet marketing, do all of us a favor and click the little link at the top that says "recommend this site to a friend." You'll earn extra brownie points from Santa for doing it!

You can also get your site on my top sites list and get free traffic by [clicking here](#).

This is a brand new service I'm offering. If you'd like to set up a script on your site like either of these, check out our new "traffic generation suite" services.

Secrets of Web Copy Revealed!

on-line reference



22 More Secrets

Note: The links on this page are LIVE! That means if you connect to the Internet and then click on the links below, you'll be transported to the link.

SECRET ONE: The FREE PROGRAM nobody knows about or uses that lets you test your headlines -- scientifically and accurately.

THE SCOOP: What you need is a little "cgi script" that rotates letters for you. Here's what it does. In your store, you give some information about your solution. Then you say, "for more information, click here." Now, here's the magic . . .

Half the time when a visitor clicks on that link, he or she will get letter one. The other half of the time the visitor will get letter two. In other words, the script rotates letters for you. The beauty is, you get a true scientific test.

Now, you can download such a utility free at:

<http://dreamcatchersweb.com/scripts>

Look for the cgi script called "rotating link." In the event that url gets zapped (since things change so quickly on the Net), all you need to do is search in Alta Vista or Infoseek for "free CGI scripts". A number of places on the Internet give these away free.

If you have no choice but to learn how to do this yourself, then go to: www.bignosebird.com. At that site, you'll find the simplest possible information about cgi scripts. Which still doesn't make it easy to understand. I highly recommend you hire someone to do this for you.

By the way, I want to give credit for this idea to my friends at Planet Ocean. They're the incredible minds at: www.searchengine-news.com. I rely on them for the most up-to-date info on search engines.

SECRET TWO: Would it be better for you to market only one product through your web store or multiple products? Here's the one way to find out for sure?

THE SCOOP: Again, you need to have your webmaster set this up for you. But your home page by default is index.html.

When someone types in www.yourdomain.com, this is the page they go to automatically. For example, www.amazingformula.com will take you to amazingformula.com/index.html

Remember earlier where I talked about using an opening letter or page to set the ambiance for your site? Well, what you do is make THAT PAGE index.html. At the bottom of the page, create a link that says, click here to go to our home page. THAT LINK IS

YOUR ROTATING LINK AS EXPLAINED ABOVE. And what you do is rotate two home pages. One with multiple products and one with only one product. Track sales by looking at the clicks on the link that goes to your order form.

Again, email me if you'd like us to set this up for you for a fee. Or show these instructions to your webmaster. And if he or she doesn't "get it," find a new one who does! These little tricks are crucial to your marketing.

SECRET THREE: How to test different marketing letters and track the response to both your order form and your 800 number.

THE SCOOP: You can track hits on your order form by having a link that goes to it. For example, "click here to order via our secured order form." When you get your log files from your web host. They will tell you what pages people clicked on. You can check your log files to see how many people clicked to go to your order form.

To track orders at your 800 number, use an offer code and give people a big discount for mentioning it. For example, "the price is normally \$89.95 but if you mention offer code 7900, you'll get \$40.00 off."

One marketer I know told me 90% of the people call with the offer code. My experience is that people don't do it unless they're required to.

There are other ways to track results. The best way is to set up your own associates program. What this gives you is a way to track where all your orders come from.

This is a link to the affiliate tracking software I recommend. Of course, do your own research as is important with any recommendation I make. Right now, at the time I'm writing this, I believe this to be a solid resource for you.

<http://www.affiliatezone.com>

SECRET FOUR: The easy way to retrieve email addresses from your autoresponders so you can follow up.

THE SCOOP: Your ISP should email you log files for your autoresponders. If you don't have any autoresponders, then check out the services at: www.infoback.com.

Or better yet, switch to an ISP that offers them free. There are plenty of ISP's that offer unlimited autoresponders with web hosting. Let me digress a moment and cover the criteria you should look for in an ISP in my opinion.

1. Unlimited autoresponders at no extra charge.
2. Ability to use CGI scripts.
3. No charge for getting your web traffic and autoresponder logs.
4. Unlimited email addresses. You should be able to receive any email sent to your domain name.
5. Reasonable fee for using your own domain name. You should immediately file for your own domain name if you don't have one already. This is essential.
6. 10 to 25 megs of storage space. You won't use any more than 25 megs unless you have a monster site!
7. Unlimited traffic.

If you need an inexpensive host that offers all the above features, try: www.westhost.com. They have low-priced programs and from what I've seen reliable service. The only thing is, they don't (at the time I'm writing this) have a user-friendly interface that makes it easy to add autoresponders, password protect directories and other things like that.

One of the world's largest (if not the largest) hosts is hiway.net. I suggest you also check them out.

Now, let's get back to the topic of your autoresponders.

All you do is strip the email addresses from your autoresponder log files. You can do this with a program such as Mailloop: www.mailloop.com or Netcontact: www.earthonline.com.

If you're looking for an inexpensive program that will do the trick, I recommend Email Sniffer Pro: <http://www.users.bigpond.com/gbcs>

Another inexpensive program that does a nice job of extracting emails, removing duplicate addresses and mailing is called MailMerge. You can search on that in your favorite search engine and find it quite easily.

By the way, you want to go through you autoresponder logs every several weeks, collect email addresses and then send a follow up letter. Juice up your offer by either lowering the price in exchange for a scaled down version of your product or by adding additional bonuses for ordering now. This will get you an extra 3 or 4 orders (or more) per thousand names.

Let me add some advice from a technical standpoint. This may save you 10-20 hours of frustration. My web host processes my stats in a software program and emails me the results. Problem is, they don't email me the log files. So after a few emails, I found out I could ftp to my host and download the logs (using a program such as WS FTP available at www.download.com).

What I'm about to tell you may sound like total Greek if you're new to this game. If it does, just skip it until you learn more. Or let your webmaster read this and help you out.

Anyway, when I downloaded my logs, I found out they had an extension of .gz, instead of .log. This really threw me for a loop. For example, my May 1998 logs would be in a file 0598.gz. It seemed like a lot of trouble to have to unzip every .gz file before I could extract the email addresses. That's the beauty of BRMail. It reads the file type and extracts the email addresses automatically. I imagine other programs can do this also. So don't let this throw you off. Your stats may or may not be in a .log, .gz or some other weird extension. But there are extraction programs that will read whatever the file name is.

This is especially important when you download your WEB TRAFFIC LOGS! I'm switching topics here again. But this is important: In addition to your autoresponder logs, you should be able to get the logs of your web traffic. That way, you can know how long someone spent on each page, how they found your site, etc. There are many programs that will read your logs and give you this information.

But your logs may not be in .log format. Mine again were .gz files. I went bonkers trying to figure out what to do. Anyway, to make a long story short, the stat programs also know how to read different file formats -- automatically. So you don't have to worry about it!

You can look at the wide variety of programs to give you web traffic stats at: www.davecentral.com. Let me say this, too. Even though your web host likely supplies you with web stats, you'll want to run your own. I've found the programs they use are generally free and do NOT provide you with all the information you need, such as average time spent per url, entry and exit pages and so forth.

There is one stats program I really like called Webtrends. It's available at: <http://www.webtrends.com>

SECRET FIVE: If you don't use this method on every page of your web store, your sales will hurt dramatically.

THE SCOOP: Use headlines on all your pages to make people read your copy. You only have 400 pixels to catch people's interest. What that means is people will just spend 5 or 10 seconds glancing at a page and making a decision if they want to read or surf. Your headline is what makes them read.

SECRET SIX: Do these four things to your banner ads and skyrocket your response 74% -- without increasing costs a penny!

THE SCOOP: I found the following statistics:

- a. Use questions. Questions can raise response to banner ads (that is, click-throughs) by 16%.
- b. Use animation. Movement in your banner ad can increase response by up to 25%.
- c. Use cryptic messages. By adding the element of intrigue, tests show you can increase response by 18%.
- d. Use a call to action. Words like "click here," "visit now" or "enter here" increase response 15%.

Several of the banner exchanges post their top performing banners. You can look at these and then pattern your banners after the winners.

My own personal banners gets a very above average response. Here's something funny. My banners only use method "d" from the above. I'm wondering if everybody is doing the same thing now. Sometimes the best thing you can do is zig when everyone else is zagging.

I think that maybe since everyone knows about this study, all the banners have incorporated the methods, which makes them less effective. That's my theory, anyway, and I'm sticking to it!

SECRET SEVEN: What to do with your testimonials that triples their selling power.

THE SCOOP: One, have your testimonials quote specific results obtained with your product. The more specific the better. Two, cite the city, state and occupation of the people giving the testimonials. Three, use photos if possible. Of course, you have to get permission for that. But it sure boosts the power of the testimonial.

I have also seen testimonials that list a phone number. The number goes to a voice mail where the person explains he/she couldn't answer the phone because of the volume of calls. So instead he/she recorded this message. Most people won't call. Just the offer of a phone number seems to increase credibility.

I send out an email two weeks after people buy my product requesting an opinion and a

testimonia. This is a good way to keep your bank of testimonials replenished.

SECRET EIGHT: The secret of the world's greatest salesperson.

THE SCOOP: Ben Feldman has been listed as the greatest salesperson in the world numerous times by "Guinness Book of Business." He had a very compelling philosophy: Every problem has a price tag for its solution. The bigger the problem, the bigger price tag for the solution.

He viewed selling as finding problems with big price tags and then showing prospects how to pay the price tag for pennies on the dollar.

You can use this too. Show your prospect that your solution is much cheaper in money and/or time than the problem. See, the problem has a price tag too. Your prospects are already paying that price tag. But if they buy your product, they pay a much smaller price tag, so they save time or money.

To read more about Ben Feldman, look up his name in Amazon.com. You'll find several books that go in-depth into his methods. I'm serious about these books. If you can think creatively, there's a fortune in wisdom to be learned from ol' Ben. But realize that you have to be able to take what he's talking about in one field and apply it to completely different areas.

SECRET NINE: How to overcome the skepticism of people who are afraid you'll rip them off and never deliver your product.

THE SCOOP:

One: On your order form, you can state that your company is bonded. While I've never tried this, I have seen it done effectively. You can look up bond companies in your Yellow Pages.

Two: Offer overnight or priority shipping. This can do a lot to remove the fear of not receiving a product.

Three: Show a picture of your product. People have found that if you're selling e-books, you still need to design a cover for them to make them seem real. Odd but true.

Four: Offer immediate digital delivery (for software or information products).

The last choice is my preference. If you'd like to set up automated digital delivery for your e-book or software product, check out the Ultimate Automation service here:

<http://www.automateyourwebsite.com>

SECRET TEN: Do you have information and content to sell but nobody wants to pay?

THE SCOOP: Use the FORMULA! Most people can't sell their content because they don't know how to create the psychological leverage needed to generate action.

What I've found is you have to deliver better content when you sell products online than offline because there is less perceived value. That just puts more pressure on you to deliver a killer product.

SECRET ELEVEN: Which is better to use? Long copy or short?

THE SCOOP: Write one letter with long copy. One with short. Test the two using the rotating link method mentioned earlier. If you use long copy, be sure to break it up with

plenty of subheads and listings of bullet points. Normally, long copy will out pull short copy. The whole history of direct response advertising proves that.

SECRET TWELVE: Put these two words on your order form and response increases.

THE SCOOP: "Secured Ordering." You'll also increase response if you offer overnight shipping or immediate product delivery. Another thing you can do to boost your orders if you're selling information is to offer instant digital delivery. This will make a big impact on your sales in most cases.

Here's another tip: Recently I saw a web site that had a link to another page which explained the nature of their secured ordering. It explained how and why it was very safe to order. I thought that was a powerful method. But people are growing more and more comfortable with ordering online. So I think the value of this will diminish over the next year.

Another important thing is to take money in as many ways as you can. Not everyone has credit cards. So taking checks can be important. I found a neat software program for taking checks over your computer. It looks very cool. Go to:
<http://www.checksnet.com>.

SECRET THIRTEEN: What price sells best on the Internet?

THE SCOOP: A major online advertiser conducted a study and found that products priced around \$30 and \$100 sell best. Test price points of \$29.97 and \$97.00 and see how they work for you.

I've found that there's a psychological barrier at \$100. \$500 is another big one.

SECRET FOURTEEN: If one of these action inducers is good, will you increase your response by using two or three? Plus, what types of bonuses work like magic but cost pennies?

THE SCOOP: The action inducer I'm referring to is free bonuses. Studies have shown multiple free bonuses usually increase response. I like free reports because they cost pennies to print but have high perceived value. Plus, if you deliver them online, you have zero printing costs!

SECRET FIFTEEN: Three things most all web sites do that prevent people from ordering.

THE SCOOP: One, they don't use headlines on their pages. Two, they don't make specific, compelling offers. Three, they don't give reasons for ordering immediately. Four, they don't prove their claims. Five, they don't use the FORMULA! That's more than three.

The graphic look of your site is important too. I suggest you test different graphic designs for one or two weeks each. See which one converts the highest percentage of leads to sales for you.

SECRET SIXTEEN: What the "snapper" is and how to use it.

THE SCOOP: The snapper is a PENALTY for not ordering. It's something the prospect will lose out on. There are two emotions: Desire for gain. Fear of loss. The snapper appeals to fear of loss.

If you have a limited quantity, state the amount. Be specific. If you have a deadline date

after which the prospect will not get the free bonuses, print the exact date! One of my favorite techniques is throwing in multiple free bonuses for ordering immediately. It works like a charm. I'll often add in free bonuses that are worth more than the primary product. Of course, if you bonus up your offer, make sure your prospects are high quality (and not freebie seekers). Otherwise, you could find yourself inundated with refunds. Having said that, it has never been a problem for me.

One of the things you can do with a product that is only making a small profit is change up the offer. Add more bonuses or change the bonuses being offered. Then strengthen the guarantee. I'll use double-your-money-back guarantees for products under \$100. A friend of mine uses the same guarantee for a product priced at \$200. I haven't had the guts to try that yet.

Usually, if you offer a double-your-money-back guarantee, you have to require the customer to take a small action in order to get the refund. They have to do something to qualify for the refund. Not a big action, mind you. Just a show of good faith. The double-your-money guarantee is tricky. But in the right scenario, it can be extremely profitable.

SECRET SEVENTEEN: Do you know why people are buying from you?

THE SCOOP: Your customers may not be buying from you for the reasons you expect or think. The only way to find out WHY they're buying from you is to survey them by phone, fax, mail and/or email. Put together a simple 4 or 5 question survey.

Let's take this product you're reading. Let's say I think people are buying it because they have a web site but want to make more sales. But in actuality, they're buying it because they're just now putting up a web site and need to write their copy. That little distinction makes all the difference in the world.

It could change the types of sites I put banner ads on, how I write my copy and the way I structure my products and web store. Do you see how crucial this info can be?

If you go to: <http://www.beachtech.com>, you'll find a very cool software product that allows you to create and send out surveys via email. It has a built-in mechanism that collects and tallies responses for you. I highly recommend it.

SECRET EIGHTEEN: Do you know the choking point of your prospects? How much value do you have to give them before they see your product as more important than their money?

THE SCOOP: I know businesses that succeed based on a factor of returning 3 or 4 times the value. But I have a philosophy of marketing called "dollars for dimes." I want to return a dollar of value minimum for every dime someone spends with me.

Show your prospects how you will return them ten times the cost of your product in money, savings, convenience, economy or other factors.

One way to do this is through your free bonuses. As I mentioned earlier, you can offer free bonuses equal to 3, 5 or even 10 times the price of your product. That's why I like free reports and information products as bonuses. The value is based totally on the information NOT on the physical product.

If you don't currently offer free bonuses for immediate ordering, you can almost always get a very nice bump in sales by adding this trick to your marketing letters. I like to tie in my bonuses to action. In other words, prospects only get the free bonuses if they order before a deadline.

SECRET NINETEEN: How to get a super fast education in ASSOCIATE PROGRAMS where people will place your banners on their sites in return for a commission after a sale is made.

THE SCOOP: I found several sites that cover associate programs in depth.

Go to:

<http://www.wilsonweb.com>

<http://www.associateprograms.com>

<http://www.affiliatematch.com/>

<http://www.affiliateguide.com/>

<http://www.affiliatetips.com/>

Of course, I already gave you my recommendation for associates program software. Now, here's a book I suggest you purchase if you have any inclination of starting your own affiliate program.

Go to: <http://www.activereferral.com/insidersguide/ig-019.html> This book is the "Bible" for people running affiliate programs.

SECRET TWENTY: How to start your own associate program for as little as \$69.00 a month!

THE SCOOP: Go to: <http://www.automateyourwebsite.com>

You can also try <http://www.assoctrac.com>

SECRET TWENTY ONE: How do I set up my 800 number? Order taking service (24 hours)? Credit card processing?

THE SCOOP: For my 800 service, I use Telecare: 1-800-466-1550.

For an order taking service, a lot of people use Mountain West: 1-800-642-9378.

I personally use Across America. 706-854-4400.

For merchant accounts, I recommend Humboldt Bank
<http://www.humboldtbank.com> 707-445-3233

You can also try 1-800-856-8093. <http://www.cardservice.com>

The best information I know of online about merchant accounts is at:
<http://www.merchantworkz.com>

There are a lot of snakes in the merchant account business. Do you research and be careful.

I hope you understand the value of the information I just gave you. Those references sound simple. But you could literally spend WEEKS hunting down suppliers and STILL end up using the wrong ones!

SECRET TWENTY TWO: What do I do if a link you give isn't working?

THE SCOOP: Usually you can go back to the main home page.

For example, if www.higherresponse.com/whatever.htm wasn't working, you could go back to www.higherresponse.com and look for another link to the product or send an

email to the webmaster.

PLUS SEVERAL MORE FREEBIES:

BONUS ONE: How can I get 50% more testimonials?

THE SCOOP: Marketing consultant Bob Serling offers says you'll increase response 50% by doing the following: Two weeks after the customer buys from you send a letter asking for the customer's opinion and offering a free gift in exchange for filling out a brief survey. The key is the free gift (typically a free report on a hot topic). This will bump your sales. Also, asking for an opinion is more powerful than asking for a testimonial directly. You also want to include a sample testimonial and have the customer sign a statement giving you permission to use his/her comments in your marketing.

You should have this letter go out automatically. There are autoresponder services that have delayed autoresponders. You can find one such service at:

<http://www.aweber.com/?395>

There is a free and paid service at: <http://www.getresponse.com>

It's free because the service automatically places an ad on your document. You can pay a fee and have the ad removed.

These autoresponders will actually send out a SERIES of email letters and any interval you specify. Thus, you could have a follow up schedule like this:

Day one: Letter 1

Day five: Letter 2

Day eleven: Letter 3

Day twenty one: Letter 4

And so forth.

BONUS TWO: What to put in your P.S. to boost profits 25% .

THE SCOOP: What you do is offer an upgrade in your P.S. (or on your order form). I've found that by making a simple upgrade offer without much additional explanation, 80% of my customers will take the offer.

For instance, for my course *How to Create Your Own Product In a Flash*, I offer an extra ebook in addition to the manual, for an extra \$20. So my order went from \$97.60 to \$117.60.

To get a bump of up to 80%, I suggest you mention the upgrade or last minute special offer in your P.S. and provide a link to get more information. If you offer something HOT and give more info on it, you can get as many as 80% of your customers to jump on the additional offer. This money is almost pure profit.

Or, if you have a really simple upsell (as I'm fond of using), you can actually only list the upsell on your order form. People will jump at it like you won't believe if you find the right upsell.

Believe it or not, I've used this technique to upsell \$300 products from \$30 sales -- and had terrific success with it. In fact, I've upsold as much as \$700 additional product from the order form alone. I know a lot of people who don't have experience in marketing won't believe it. But it's true.

BONUS THREE: Super cool tool to promote your web site to the search engines.

I personally don't get a lot of buyers from the search engines. But I've found that many top sites get 25% to 90% of their traffic and buyers from the search engines.

The latest rage is Pay Per Click search engines, such as <http://www.overture.com>

Since you pay for your ranking, it's easy to get into the top positions, as long as you can afford it.

Many people try to buy their way into a top ranking for an extremely expensive keyword such as "online marketing", which at the time of writing this is \$4.05 per click. An alternate less expensive keyword is "internet marketing" which is \$1.90, and another alternative is "net marketing" at \$0.65

As you can see, it pays to conduct a bit of research first, before choosing your keyword. You may be able to find a heavily used search term for much less.

If you want to blast out your ad to a number of free-for-all links sites, here's a service I have used. I have obtained some results doing this. The price is definitely reasonable: <http://www.linkomatic.com/index.cgi?11399>

Secrets of Web Copy Revealed!

on-line reference



Use this Form to Grab Leads

Once people visit your website, you have to get them to opt-in to your mailing list. I offer a free ezine. But you can use a free report or any other incentive that works. The general idea is to give your visitors a reason to "opt in" to receive your newsletter. That way, you can email without it being spam because people have requested specifically to receive it.

It's easy to develop your opt-in list. All you need is a little form on your website. Your web host provider should already have a thing called "form mail" installed in your website. Email your provider and ask them if they have "form mail cgi script pre-installed in your cgi bin." Ask them how you set it up.

If what I just said is Greek to you, don't worry. If your provider has form mail pre-installed (and almost all providers do), you shouldn't have a problem setting up your form. If all else fails, you'll have to hire a webmaster to do it for you.

When people opt in, immediately confirm that fact with an email. That way, they won't forget about it! Also, save every opt-in email as proof. Sometimes people forget they opted in and then accuse you of "spamming." This can cause you significant grief, unfortunately.

Notice what happens when you subscribe to my newsletter. The return email you receive uses your name. This adds personalization and professionalism to your follow up.

If you'd like your "opt-in" form to send a personalized email like this, just head over to <http://www.getresponse.com> or <http://www.aweber.com> and sign up for their autoresponder service. In addition to the name, there are numerous other things that you can personalize such as the email address, date, etc.

To see a sample of my opt-in form, visit <http://www.amazingformula.com> and scroll down to the bottom of the page. You'll see where the subscriber is asked to enter their first and last name.

In addition to subscriber receiving a very personalized email, I increase my closing ratios as a result.

The other element you can incorporate is a sequence of automatic follow up letters.

This way, you can get information to your prospects while they're still hot. Of course, you can do this follow up manually if you want. But I've found it often goes undone unless you automate it. When prospects are HOT, you want to get several follow up pieces to them about your number one "Funnel" product before they cool off.

Here's another important point I want to make:

Work hard to keep your opt-in list up-to-date. If you deliver a valuable newsletter, people will want to stay subscribed to it. Remind people to update you with email address changes and email them often.

If you only email them once every three months, chances are they'll forget they subscribed in the first place and might accuse you of spamming them.

When people want to get off your list, all they need to do is to click the "remove" link that is included at the bottom of every autoresponder message they receive.

This makes unsubscribing a snap.

A decorative horizontal bar with a blue and green gradient. On the left, there are three circular icons: a left arrow, a home icon, and a right arrow. The bar has a thin yellow line running through it.

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Secrets of Web Copy Revealed!

on-line reference



How to Win Awards

You want more traffic to your web site but aren't sure how to get it. One way is to submit your site to win awards. Now, let me say this: Do NOT make this your promotional focus.

If you're new in business or don't have much time, you have to focus on high-payoff activities such as writing 300-500 word articles and submitting them to ezines, placing ads in ezines, buying banner ads on private web sites and so forth.

However, if you have a little time to spend on it, winning an award or two is an excellent credibility builder. I don't know if you'll get much traffic from it, but you probably could if you promoted your success via a press release.

The big thing about winning an award is the credibility it gives you when you can announce on your site you won that particular award. Another reason this technique isn't particularly appropriate for the smaller entrepreneur is that you need content to have an award-winning site.

I don't know about you but I'm a small corporation. I don't have time to create a content-rich web site. Everybody says, "You need a content-rich web site." That's total b.s. What you need is a killer sales letter and effective promotional methods.

This is another short chapter. Why? Because several incredible web sites have been established that go into far greater detail than I could here on how to get awards for your web site.

It's EASIER than you think! A lot of people don't realize there are tricks and secrets to winning awards for your web site. The flip side of this is that you can establish an award that you give away. That's a way of generating traffic for your web site because then people will need to go to your web site to register.

You can find scripts on the Internet that automate the process of creating an awards system for your web site.

Here are the URL's for two excellent sites that will show you how to submit your site to other sites that offer awards.

<http://www.virtualpromote.com/reviewers.html>

<http://www.market-tek.com/awardsite.html>

Secrets of Web Copy Revealed!

on-line reference



Your Virtual Office

How to have your own virtual secretary who will accept faxes, receive voice mails, plus forward information by computer, cell phone, email, instant messenger and much more!

The service I promised to tell you about is located at: <http://www.ureach.com>

This is the shortest chapter in this book because you can get all the info you need at their web site.

Don't let that fool you though. The information you gain from this simple service could totally revolutionize your business.

And the best part is, you get the Executive Plan for only \$6.99 a month. (Price as of the time I'm writing this, so it's obviously subject to change.)

If you want to go one step further and hire a real assistant to take care of your voice mail, faxing, customer service and much more, you can find numerous assistants at <http://www.elance.com>

If you choose to hire a virtual assistant, you can simplify the learning curve by providing him/her with a copy of my "Web Operations Manual" from: <http://www.operateyourbiz.com>



Secrets of Web Copy Revealed!

on-line reference



Action Steps

Dear Friend,

I hope you don't mind if I call you friend.
I almost feel like I know you since I've shared so much in this software product.

A very successful client of mine, Walter Hailey, has a favorite saying:

The purpose of education is not knowledge but action

I encourage you to take The FORMULA and use it immediately. Don't worry if you don't get it perfect your first time out. Most people don't do anything wrong. They don't do anything. And THAT'S what is wrong.

If you use this Formula, you're going to have a giant advantage over your competitors. Why? Because I bet you'll find they are hardly doing any of the things I've taught you in the Formula.

The great feature of the web is this: If an idea doesn't work, you can change it in a heartbeat. And it doesn't cost you an arm and a leg to do it. That's good news. Because it unleashes your creativity to use this Formula immediately to the best of your abilities.

Here are several immediate action steps for you to take right away:

STEP ONE: Use The FORMULA to write your very first sales letter. Do NOT worry if you're doing it right or wrong. Your goal is to GET STARTED! Using the Formula at ALL is ten times better than NOT using it for fear of making a mistake.

STEP TWO: Test your ad copy in your web site. Or place some classified ads online and send a letter in response. Instead of testing only one letter, go ahead and write a second one. Test one against the other.

STEP THREE: Test different headlines and offers. You MUST measure your results so you'll know if what you're doing is working or not. One headline will outpull another one by a factor of many times.

STEP FOUR: Study and discover more about the art of getting people to order from your web site. I, obviously, highly recommend my definitive training on the topic.

For additional information, go to: <http://www.amazingformula.com/bigcourse.html>

Best wishes,
Marlon Sanders